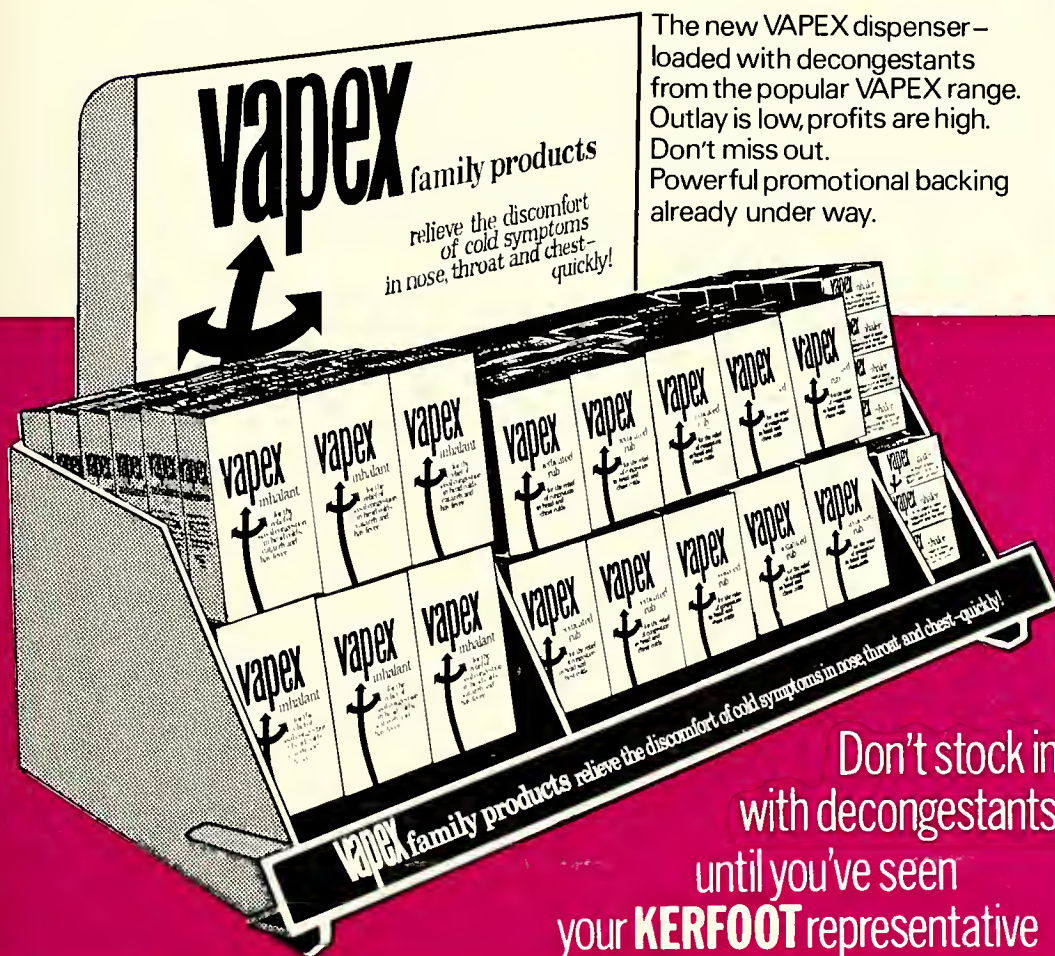


Chemist & Druggist

November 3 1973

THE NEWSWEEKLY FOR PHARMACY

Why pay
through the nose
for your decongestants?



The new VAPEX dispenser – loaded with decongestants from the popular VAPEX range. Outlay is low, profits are high. Don't miss out. Powerful promotional backing already under way.

Don't stock in
with decongestants
until you've seen
your **KERFOOT** representative

— He'll be calling soon to give you full details.

COUGHS
AND COLDS
SPECIAL SECTION

NPU launch
their VTO
— 'CARE'

EEC degree
proposals
out of date?

Three Wishes for Christmas

Last Christmas, Three Wishes sold faster than any other foam bath. So fast in fact that many shops went clean out of stock. This year sales will be better still with heavy TV advertising right up to Christmas.

Make sure of your stocks now.

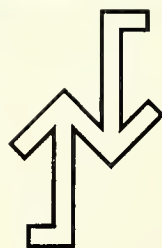
*Three
Wishes*
to make her feel more beautiful.



Elida Gibbs Ltd
The Brand Builders



Choose Beatson glass containers because nothing is more natural than glass for keeping contents pure and clean, and Beatson make glass containers to the highest standards with your needs in mind. This ribbed oval, in white flint and



amber, is one of the large and varied range in the Beatson tradition. Ask your wholesaler.

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3 November Vol. 200 No. 4885

The newsworthy for pharmacy
115th year of publication

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Benn >>

Official organ of the Pharmaceutical Society of
 England and of the Pharmaceutical Society of
 Northern Ireland

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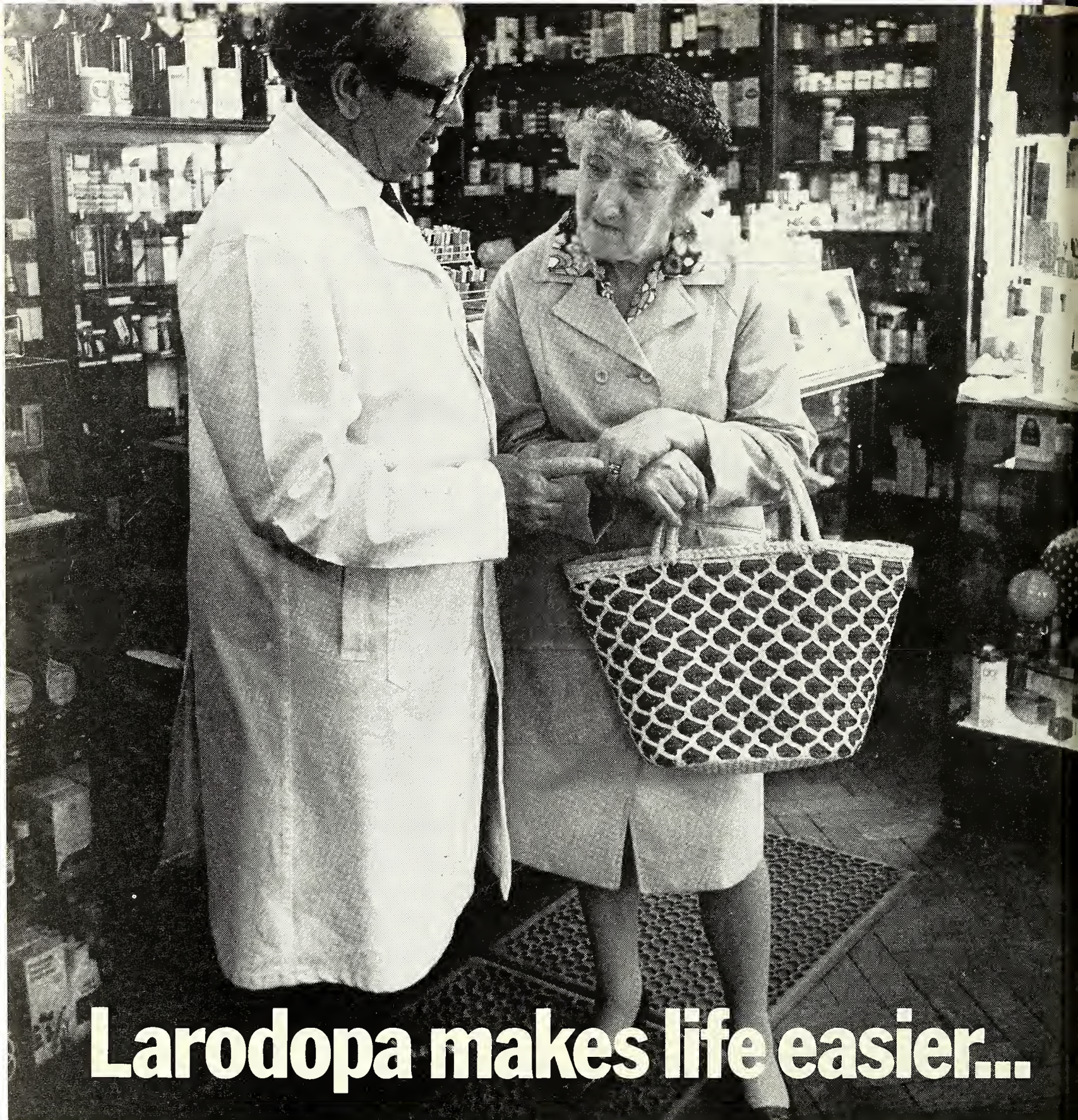


Mr A. Trotman presented the NPU's
 plans for a VTO on Tuesday (see p 208)

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ROCHE

Comment

Care of the future

It is tempting both to praise and to criticise aspects of the National Pharmaceutical Union's voluntary trading organisation (p 608), but either would be pointless at this stage. The venture is too big and too important to the future of retail pharmacy, and it will succeed or founder on two major points—retailer enthusiasm and wholesaler profitability. Take care of these and any remaining bridges should be more easily crossed.

First retailer enthusiasm—the \$64,000 question. Retail pharmacists generally have a reputation among marketing men of being reluctant to change, of preferring the obscurity provided by their dispensing screens, and of hiding any commercial instincts they may have behind a cloak of professionalism.

Some have broken away from this image—the David Sharpes of this world—and it has been their demonstration that when a pharmacist's brains are applied to commercial activity he can be as good if not better than any High Street competitor, that has interested mass-market manufacturers in the chemist's future (many had previously abandoned the chemist as a lost cause!).

Commitment vital

Mr A. Trotman, NPUM chief executive, has been pleading the case for the past two years, warning of the danger of inactivity, of declining markets, of chemists going to the wall. Always he has been at pains to stress—"I can only give you the facts—you must decide". And that is the position that obtains with the VTO now; it is no longer an idea, no longer a plan, it is a being and the choice the independent chemist faces is "Take it or leave it".

But as we say above, Care cannot be taken or left because the individual likes or dislikes some aspect. The crux of survival is total commitment to the VTO concept. Any chemist joining in the gleeful hope of cashing in on the extra discount will be a passenger—and the VTO cannot afford passengers.

Either there will be exponential growth, or the concept will fall flat on its face. Money makes money they say; even more certain is that better value means more customers, means better buying, means better value means . . . But can chemists be persuaded not to break that circle too early by taking the new profit out of the business instead of using it to attract yet more custom? Removal of the "expensive" tag that sticks too close to the chemist's image for comfort is, after all, a prime consideration.

So far we have seen little of the enthusiasm and drive that will be needed to set the circle in motion. At VTO meetings we have attended, the most vocal people have been those worrying about loss of professionalism (though that would be the last thing the VTO could afford). Many of these critics, Mr

Trotman has observed, have a group of doctors round the corner and don't need to be commercial anyway.

But privately the majorities have admitted their concern for the future, and their need for a lead. The lead is now there; have they the conviction to follow it? We understand that some attempts to get the independent to make the VTO commitment in South Africa and the USA have met with failure.

The immediate reaction of several manufacturers and suppliers after hearing Tuesday's presentation was also one of "lack of faith". Each one approached by C&D could see the potential and was anxious for the scheme to work—all welcomed the opportunity to sell centrally, for example. But no-one was prepared to say that it *would* work, the doubtful element always being the chemist.

The manufacturers were being wooed with the expectation of an eventual 10,000 chemists' but some were anticipating loyalty to existing wholesale suppliers on the part of at least some of this potential.

There was no wild enthusiasm from the members we spoke to either. Perhaps what is being offered had not had time to sink in, only time will tell.

The second question mark over the VTO is dependent upon the first. Wholesaler's price plus 2½ per cent sounds as if it provides the "service" end of the operation with a remarkably thin line between profit and loss, and it can only mean profit if throughput increases—which comes back to retailer commitment. Again we have a circle, with retailer and wholesaler totally interdependent; if one fails, all fail.

Collective choice

There are three possible futures for Care. It may never get off the ground because too few give too little to making it work, perhaps rising on the initial tide of enthusiasm and falling equally rapidly. It may attract a hard core of enthusiasts and live alongside Apocaire, Unichem, Vestric, etc. Or it may blossom into the total organisational concept envisaged, providing services as well as discounts, national advertising as well as bargain offers. The choice is with the members of NPU—but for once collectively, not independently.

One thing is certain, however. A great deal of research and effort have been put into the Care package, and the whole development team is owed a debt of gratitude. The old cry that nothing is ever done for the independent chemist has been outdated, but the future of Care depends upon the independent sacrificing a little of his independence in his own interest. A VTO will not work for him without he works for it.

Independents' VTO gets off the ground

The National Pharmaceutical Union this week announced the launch of its voluntary trading organisation to be known as "Care" chemist group.

The group is the result of the formation of a new company called Independent Chemists Marketing Ltd (ICML) a partnership between the NPU members (through NPU Holdings Ltd) and a consortium of 15 wholesale chemist companies with a claimed combined turnover of £52m a year. Authorised capital of ICML is £125,000 each of the two partners holds 50 per cent of the equity.

The board of the new company will comprise three retail directors and three wholesale directors with Mr David Sharpe, (retail) chairman and Mr Arthur Trotman as managing director. Other members of the board are: E. H. Butler (vice-chairman), W. M. Cox, D. Royce, D. Savory, J. Wright, and B. V. Miller (secretary). Of the seven directors four are pharmacists. The chairman will hold office for two years and the office will be filled by a representative from retail and wholesale alternately.

As has been pointed out at meetings up and down the country the trading group's objective is to create, develop and control services that will enable the independent pharmacist to achieve real sales and profit growth by being able to offer consumers brand leader products at com-

products on special offer. "Invoices will show a straight, easy to check, netted down price for accurate comparison".

Each month, ten brand leaders will be promoted through national advertising.

Mr Trotman added that because of the scale of the operation it would be impossible for all 10,000 NPU members to participate fully in the scheme until the end of 1974. Warehousing must be greatly increased and a building scheme is currently under way.

The special offers available from Care chemists would be nationally advertised and promoted; McCann Erickson, "Europe's largest international advertising agency" has been appointed to handle the campaigns, which could be worth £1m in the first year. A range of shop identity materials would be issued when the member joins the scheme and each month a regular supply of printed merchandising aids would be available to support the national promotions. National advertising is scheduled to commence in January 1974.

It is hoped to have 3,000 members by the end of January and 5,000 after six months.

Threat to independents, say Unichem

Commenting on the Care Chemist scheme, Peter Dodd, managing director of Unichem Ltd said:

"In view of the fact that the scheme has been devised to help the independent pharmacist compete against multiple retail groups, it must be of real concern to all in the profession that one of the wholesale consortium is Macarthy's Pharmaceuticals Ltd — a public company owning Savory & Moore, which is the third largest chain of retail chemists in the UK.

"Macarthy's" involvement in retailing has grown in two years by around 33 per cent to £4m in the year ended April 1973, and, as has been seen in recent issues of the pharmaceutical press, Savory & Moore's expansionist policy is being continued with further takeovers of more independent

A pilot scheme of about 400 chemists in various parts of Britain has been operating for some time.

The cost

Membership to the Care Chemist Group entails a payment of £150 per year of which £50 is a contribution to advertising campaigns.

The wholesalers

The franchise wholesalers are: James Taylor (Frongate) Ltd, Clydebank; Raimes Clark & Co Ltd, Edinburgh; Hall Forster & Co Ltd, Newcastle-upon-Tyne; W. T. Colman, Middlesbrough; Ridley (Wholesale Chemists) Ltd, Carlisle; Bleasdale Ltd, York; Bradford Chemists' Alliance Ltd, Bradford; T. A. Ward & Co, Ltd, Blackburn; S. Haydock & Co Ltd, Belfast; Macarthy's Pharmaceuticals Ltd, Romford; Ayrton Saunders & Co Ltd, Liverpool; Richard Daniel & Son Ltd, Derby; E. H. Butler & Son Ltd, Leicester; Swansea Wholesale Chemists Ltd, Swansea; Herbert Ferryman Ltd, Southampton.

The wholesalers' current annual turnover of £52m should be increased by £20m in the first year and by double that in the second, said Mr Trotman. At the moment the independents bought 36 per cent of their OTC goods direct from the makers.

ICML will now takeover the marketing and promotional responsibilities for the existing NPUM range of products.

In addition to a national Press conference on Monday, officers of the NPU branches and manufacturers attended a meeting in the Connaught Rooms in London on Tuesday for a presentation of the scheme. During the week an 8-page brochure was circulated to all NPU members.



petitive prices, ICML will become the focal point and buying organisation for the 15 wholesale companies, which in turn will harness the total over-the-counter buying and selling power of Care retail pharmacists through a national buying group.

There are 26 representatives engaged by ICML while the franchise wholesalers employ over 40. Thus more than 60 will be available to visit chemists to explain the scheme.

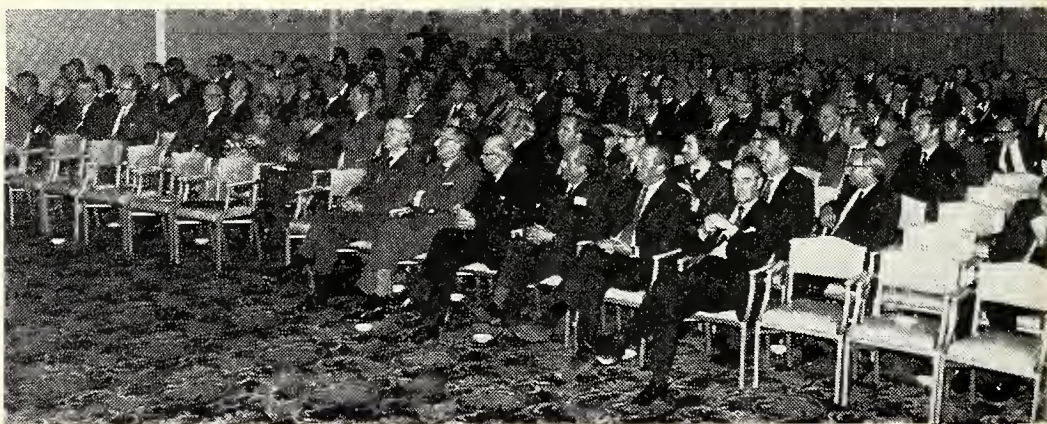
Giving details of the scheme to a Press conference on Monday, Mr Trotman said the service will cover nearly 2,000 products representing around 90 per cent of all OTC sales in independent pharmacies. A once-weekly delivery in case lots will be provided. Goods will be invoiced at the "basic wholesale price plus a 2½-3 percentage uplift, which allows the Care chemist a permanent discount off the standard trade price of around 10 per cent or more according to the size of order". At all times there will be up to 50 brand leader

pharmacies", the statement goes on.

"Macarthy's play a powerful role in the consortium and represents substantially more than half, in turnover terms, of all the wholesalers involved. This and the implications of Macarthy's expansion of Savory & Moore's interests in retailing can only be viewed with alarm and suspicion by the independent pharmacist, already concerned about the menace of competition from multiple groups.

Mr Dodd concludes by contrasting Unichem's arrangements with the NPU scheme and states that if the latter is compared with Unichem's rebate "allied to the wide range of high level marketing promotions, discounts and customer services, it is seen to be clearly uncompetitive with membership of Unichem."

The audience at Tuesday's presentation



'Doctors can't judge makers' drug claims'

Some doctors may not be equipped to evaluate pharmaceutical companies' promotion for their products, it was suggested in the second part of the BBC1 documentary "Danger, take two a day" last Friday.

After dealing with some of the industry's advertising practices the presenter, Mr Christopher Brasher, asked "Why spoil a bit of fun if it is harmless?" It might be suggested that doctors learn enough during their training to make their own judgments but the syllabus in many British medical schools included only four weeks of clinical pharmacology—"An outdated syllabus based on pre-war medicine".

Earlier the programme had instanced what it obviously regarded as excesses in promotion, going beyond the code of practice of the Association of the British Pharmaceutical Industry. Specifically mentioned were the jacobean banquet (Winthrop), a symposium in the Bahamas (Servier), and clay pigeon shooting and small gifts (companies not mentioned).

The programme ended with a detailed account of how diethylstilboestrol is being used particularly in the United States as a "morning after pill" despite the knowledge that it had caused vaginal carcinoma in the daughters of women who had taken it during pregnancy to avert miscarriage. No tests for pre-existing pregnancy were being carried out when the drug was used as a "pill".

Public money for drug research

Public money should be made available for new drug research, to complement not compete with what is being done in the drug industry, said Professor Harry Black, professor of pharmacology, University College, London, in the Radio 4 programme "Analysis" last week.

Professor Black, who has recently moved to academic work from the industry, said that the public money should be applied in areas that would be "marginal" in the commercial sense — less research may be done in areas unlikely to produce saleable products: for example, drugs against certain tropical diseases which would need to be sold to developing countries.

Dr Shirley Summerskill felt that nationalisation of research was more important than that of firms. Research should run along the lines of the Medical Research Council so that it could be coordinated to work for social aims rather than profit motives.

Earlier Dr Summerskill answered the

Mr J. Bloomfield, a member of the Pharmaceutical Society's Council, with Mrs Bloomfield, at Buckingham Palace on October 24, when he received his OBE from the Queen Mother "for services to pharmacy and the National Health Service"



charge that the Sainsbury Committee failed to recommend nationalisation of the industry by saying that the Committee had assumed its other recommendations would be adopted instead. These were the introduction of the standard cost return, abolition of brand names for new drugs, improvement of the voluntary price regulation scheme, and extension of Section 46 of the Patents Act.

Mr Alex Smith, managing director, Upjohn Ltd, pointed out the industry's need for long term investment and "risk" capital. Dr Summerskill's reply was that just because the industry spent a lot on research it did not automatically mean that what was being produced was effective or necessary. America spent most on research yet had a worse record of significant innovation in the drug field and of clinical advances. "So just pouring money in is not the key".

Cc marking for toothpaste

The Department of Trade and Industry intend requiring that all toothpaste outer containers be marked to indicate the quan-

tity of the contents in cubic centimetres.

The Department has told the Toilet Preparations Federation that it is intended to pass such a regulation giving a suggested adjustment period of six months for manufacturers not already complying. The measure does not yet apply to the tube itself.

Price Commission rejection

An application from Kodak Ltd for an increase of 5 per cent on photographic equipment and products has been rejected recently by the Price Commission. The Commission were not satisfied that the company's profit margin reference level would not be exceeded.

New NI president elected

Mr T. A. Gray has been elected president of the Pharmaceutical Society of Northern Ireland. He is the first medical representative to hold that office. Also elected at a recent Council meeting of the Society were Mrs C. B. A. Watson as vice president and Mr T. G. Eakin as honorary treasurer.

'Report shoplifters to police' advises working party

Young children and old people caught shoplifting should be reported to the police, advises a report from a Home Office working party on internal shop security published this week.

The report — shoplifting and thefts by shop staff (H.M. Stationery Office £1.50) — suggests that retailers who are reluctant to report the two categories of people are misguided. "An elderly lady, apparently in the most straitened circumstances, may be well known to the police as an old offender". A child detected shoplifting and not reported to the police, may well feel he has got away with it and continue the practice.

Where an arrest for shoplifting revealed financial need or mental disturbance, reporting the offence to the police may be a means of drawing the case to the attention of the authorities says the report. The police are in a better position than the retailer to judge whether or not discretion should be exercised.

Shoplifting offences known to the police in England and Wales had risen from

68,288 in 1968 to 119,281 in 1971. The number of people proceeded against rose from 30,971 to 47,589 in the same period.

On shop staffs, the report notes that many small shops regard it a public duty to prosecute a shoplifter, but merely dismissed an employee detected of such activity. The reluctance to prosecute staff is less easy to understand. A shop assistant or cashier, detected and dismissed without being prosecuted, might commit further offences against future employer without his previous history becoming known.

Consideration should be given to the inclusion of a provision to search staff as one of the conditions of service, the report recommends. If such a rule were included, spot checks should be made on staff of all levels at irregular intervals, not only when someone is under suspicion.

Printing difficulties have delayed issue of the November Price List. Subscribers should retain last week's supplement until it arrives.

Announcement to Retail Chemists

VESTRIC NATIONAL PROMOTIONS

Vestric introduce a new series of national display promotions, in addition to the monthly offers now available from our branches.

VESTRIC NATIONAL PROMOTIONS

offer you the keenest prices for MAXIMUM sales opportunities.

Details will shortly be available from your local Vestric branch.

VESTRIC NATIONAL PROMOTIONS

Vestric Ltd., Chapel Street, Runcorn,
Cheshire WA7 5AP.

Out of stock'—but who is to blame?

The National Pharmaceutical Union may be launching its VTO at a bad time—mail and wholesale throughput cannot be increased without the goods to "put through." Many industries are being hit by shortages of raw materials—particularly those originating from petroleum products and of steel—and chemists receiving a mass of "out of stocks" advices are apt to blame the wholesaler.

To put the picture straight, *C&D* has been in contact with wholesalers all over the country to establish the background of these shortages. We have also discussed the difficulties with retail pharmacists, manufacturers and merchants.

A wholesale group informs us that in a Midlands depot having a very efficient stock control system over 60 per cent of their out-of-stock lines at any one time are manufacturers' "shorts".

In addition there is the problem of manufacturers who consistently fail to deliver within a reasonable "lead time" from the placing of the order. One wholesaler says: "We insist on 14 days—after all, three-quarters of our suppliers do it, why not the others?" However, the problems are even worse for the wholesaler when the lead times are *not* constant, because stock forecasting then becomes impossible.

The retailer going direct is in no better position than the wholesaler—and he has the paperwork to do for himself. One writes:—"I find I am constantly writing in the first place an order, then a query asking where are the goods, and to each reply or acknowledgment until the goods are received five or six weeks after the order. The lack of answering and lack of information is most frustrating. I must spend two to three hours per week chasing. "It is no unusual occurrence to find an order from wholesalers with up to 50 per cent of the items crossed off as o/s please order, or manufacturer cannot supply." Christmas orders placed in July-August with Yardley and Coty, for example, are still not in the hands of some chemists—and the time for display is approaching already here, judging by the chain stores).

Suppliers' explanations

The following quotations from suppliers' letters to wholesalers may help to highlight the difficulties:—

□ "No further orders can be accepted from distributors since our manufacturer is unable to obtain further supplies of containers due to the shortage of plastic" (NPU Marketing Ltd: Cold cream).

□ Because of an acute shortage of raw materials "we feel it would be better to cancel any outstanding orders and for our salesman to take a new order in two month's time" (Gillette Industries Ltd: Right Guard)

□ "Our present deliveries are in excess of twelve weeks" (Lewis Woolf Griptight Ltd)

□ "In view of the current shortage of raw material we cannot tell you when this order will be delivered. Our suppliers of raw material will not take orders at firm prices, nor at fixed delivery date" (Mendle Bros Ltd: Embee products).

Frustrations are bound to build up at all levels when delivery delays extend from weeks to months. One distributor reports Calpol tablets outstanding from a March order and Welldorm elixir since April. Many May and June orders remain unfilled by manufacturers.

Don't shoot the wholesaler

After detailing 32 specific shortages, a north-of-England wholesaler writes: "The foregoing list is by no means exhaustive, but I hope it will give a fair spread of the problems the wholesaler is facing at the present time and a matter of great concern is that if wholesalers can only operate at a very restrictive source level percentage then their turnovers are going to be seriously affected, apart from all the frustrations which will tend to build up between manufacturer and supplier and the wholesaler and retailer."

In the field of surgical dressings, Vernon-Carus Ltd have warned that there are acute shortages of cotton and spun yarns and a continuing escalation of prices—the standard trading terms that "goods will be invoiced at prices ruling at date dispatched" are being rigidly applied. Johnson & Johnson have also mentioned inability to obtain cotton from Egypt, and Lastonet blame raw materials shortages for holding up the supply of surgical hosiery. Added to this should be the fact that dressings makers are experiencing problems in obtaining metal spools and tins.

Farillon Ltd say they have been unable to obtain the special wood used for Interdents.

Frustrated wholesalers have included all the following examples of products which have recently experienced supply difficulties, with the reasons advanced. It should be noted however that the problems are not universal, and one company which reported "some firms on the ball" in fact named suppliers that others had criticised most forcefully!

Aerosols: Adorn, Cossack, Elnett, Foot Guard, Right Guard, Supersoft, US.

Bottles: Alberto Balsam, Creme Silk, No More Tangles, Sunsilk, Tame, TCP, US.

Packaging generally: Alupent, Anadin, Anodesyn, Aquasil, Atrix, Aureomycin, Brut 33, Colgate toothpaste, Deep Heat, Dermogestic, Hydroderm, Johnsons Baby Dry, baby powder, dressings, Limmits, Oil of Ulay, Punch & Judy, Radox, Sancell, towels, Sovol, Valderma, Valpak, Veeto,

Wate-on (Burroughs Wellcome's troubles were added to by rejection of Vasylox solution packaging on quality control grounds).

Plastics specifically: Devon Hair Aids hair rollers, J. North PVC gloves, Quickies.

Labour: Boots Co, A. H. Cox, Parke-Davis.

Raw materials: AAA spray, Addis, Elastoplast, Thermos.

Surgical spirit is a "basic" item that is in difficulties. Behind this is said to be a plant failure at BP Chemicals which has affected mineralised and industrial meths as well. The company has indicated that it will be two or three months before supplies can be stepped up, meanwhile an "allocation" system is operational.

Many crude drugs and essential oils have been scarce for a long time now as readers of the Market News section of *C&D* will already know.

The reasons behind the scarcities—real or legendary—are numerous. To two successive years of drought can be attributed the failure of crops such as aloes. On the other hand the drought has caused a lack of power in many countries dependent on hydro-electric schemes for their power. This has been noticeable in certain parts of India for example, Mysore, where production of sandalwood oil has been halted. Previously some of the wood was exported to Britain where the oil was distilled but the Mysore Government, thinking to get more foreign exchange by exporting the oil, clamped down on the wood exports and now cannot supply the oil because of the shortage of electric power. Whilst discussing wood oils the Brazilian bois de rose is very short. The trees for felling are becoming further and further inaccessible and workers find more remunerative occupations nearer their homes; a position prevailing in many non-cultivated crops.

Demand higher

Another factor affecting the volume of exports is the steadily rising standard of living in the "developing" countries which means that more of the raw materials are retained for processing.

Eucalyptus oil demand has been growing apace for confectionery but the oil has been extremely scarce. Not so many years ago the oil came from Australia, then Spain and Portugal entered the market at lower prices and Australia had to withdraw; the story was repeated when China entered the market. Now China, using more herself, has not been able to supply much this year and since the US policy of not trading with China was reversed, another large buyer is virtually waiting on the doorstep to snap up supplies.

The high interest rates on borrowed capital has also provided a stumbling block to regular traders to build up inventories although on the other hand there have been the "hoarders" operating as indeed there usually are in a rising market.

Just as it takes quite a time for a shortage at origin to be felt in the finished product so it is in reverse. A "bumper" crop of any particular commodity does not filter through in consumer form for many months. The immediate outlook for most items is indeed "bleak".

People

Mr J. Pilling, MPS, is retiring after 40 years at Hartley Brook Pharmacy, Shiregreen, Sheffield.

Mr F. Calladine, MPS, has been appointed member of the Tameside, Manchester, area health authority. Mr Calladine is joint managing director of J. Waterhouse & Co Ltd, manufacturing chemists.

Mrs S. M. Tritton, FRIC, who now lives in South Africa, recently visited the company which she founded in 1955, Grey Owl Laboratories Ltd, Bristol. Mrs Tritton originally practised as a pharmacist in the 1920's and later became probably the first producer of pure wine yeast cultures in England. She evolved formulations which rival the secret "treatments" of the principal wine-producing countries and has written several books on home-brewing.



Mrs Tritton is seen with, from left: her husband; Michael Gardiner (director and general manager of Grey Owl) and George James (managing director).

Deaths

Black: On October 22, Mr Harry Black of Goya Ltd, aged 62. Mr Black joined Goya in 1953 and represented the company in Lancashire and North Wales.

News in brief

□ The annual general meeting of the Ulster Chemists' Association will be held on November 22 at 8 pm at 73 University Street, Belfast.

□ The Retail Trading-Standards Association's recent publication on "The Fair Trading Act 1973" is being reprinted because of the large demand. Copies may be obtained (price £0.15, payment with order) from RT-SA, 360 Oxford Street, London W1N 0BT.

□ Dr C. Guercio, Department of Psychological Medicine, Guys Hospital, London SE1, and Dr P. Mullin, Drug Clinic, Southern General Hospital, Glasgow, have been exempted from the handwriting requirements of the Misuse of Drugs Regulations 1973 with respect to regulation 15(1)(b).

□ The index of retail prices for all items for September was 181.8 — an increase of 0.9 per cent over August.

Topical reflections

BY XRAYSER

Two a day

The BBC programme on the intake of drugs would, I feel sure, be watched by most pharmacists in the country. They would be unlikely to learn much that they did not already know and so would not be greatly influenced by what they saw. The millions of consumers of both prescribed and advertised self-medication products may have learned something—provided they were not tuned in to another channel which was "promoting" many of the substances under scrutiny in the programme "Danger—take two a day", in which Mr Christopher Brasher attempted to examine the safety of drugs. And it may be taken for granted that most of those who did watch will not alter their habits to any great extent.

The first of the series was concerned mainly with the advertised "patent" medicines, on which the Pharmaceutical Society has taken a protective and eminently sensible line—despite anything Mr Howard may say. There is no doubt at all that the advertising of such products, both in the Press and on television, is a strong inducement to the public to take medicine whether it is needed or not, or whether the products taken are at all suitable for the self-diagnosed condition of the consumer.

Not for the first time, I was struck by the facility with which the ingredients can be changed while the established name remains the same. But the problem is not wholly confined to the proprietary products and, as was pointed out, some of the tablets of the BP and BPC have not altered as the advertised medicines have, and phenacetin is still present. In such cases the pharmacist is able to exercise a degree of professional responsibility which is more difficult with the advertised medicine and he may—and does—influence the consumer.

It is not so simple when advertising has done its persuasive best. It is true that many such products are described as "household remedies", but a remedy should not require continuous ingestion. And advertising is aimed not only at a new market—it is designed as a reminder to the faithful.

Ethical preparations

The second part of the programme, devoted to what, for want of another name, are referred to as "ethical" preparations, again told the pharmacist little of which he was not already aware. There is pressure on doctors—by personal call, by circular, and by persuasive advertisement in the professional journals. I knew of the "hospitality of a modest kind", though it was news to me that that extended as far as the grouse moors. But despite Professor Dunlop's unanswered question concerning whether the benefit of safety is not outweighed by harm in delay, it must be true, as more than one of the experts said, that the long-term effects of many drugs are as yet unknown. And there are many preparations with reactions already established which are prescribed and repeated in quite large quantities.

Striking a balance

There is little that pharmacy can do in the matter. As Mr Peretz said recently, the doctor is now the customer and it is he who has to be persuaded. But having said all that, there is no doubt that advances have been made and will continue to be made. There is a committee on safety of medicines whose unenviable task it is to examine new products and to attempt to secure a balance between efficacy and safety, and to act as a brake on the manufacturers' inevitable commercial urge to secure an early return on capital outlay.

Trade News

Unichem link with Ticen

Unichem Ltd has linked up with Ticen Ltd, Ireland, to market a range of its products in the U.K. Under the agreement, Unichem has been appointed sole distributor in the U.K. for Ticen Ltd. This is the first deal of its kind ever negotiated by Unichem. Unichem's marketing director, Geoffrey White, said: "We believe Ticen's push into the U.K. pharmaceutical market has sizeable potential. Products in the pipeline also promise to have a strong future in valuable areas of the market."

Under the new marketing arrangement, Unichem Ltd, can now, through its depot network, supply the following Ticen products: Abacid Plus, antacid suspension; Tasprin Sol, soluble aspirin tablets; Ticelgesic, paracetamol tablets; Ticevite multivitamin capsules; Ticillin V-K penicillin V granules; Ticipect cough expectorant; Tifol ferrous fumarate and folic acid tablets; Tinol teething syrup and Tised meprobamate tablets. Retailers should place their orders with their nearest Unichem depot. Wholesale orders should be addressed to the Walthamstow depot of Unichem, Westbury Road, London, E.17. A minimum carriage and handling fee of 50p is charged on all orders of less than £10 nett.

Until Ticen Limited was set up four years ago, by 29 year old Mr Collins, a barrister, there was no Irish company producing its own brand pharmaceutical products. Because of the surplus manufacturing capacity for medicines elsewhere, Ticen has concentrated its work on research, development and marketing. The Ticen is derived from the words "Tionscal Cogaisi-ochta na hEireann", which means "an Irish drug company."

Erythroped products

Abbott Laboratories Ltd, Queenborough, Kent, recently introduced three new strengths of Erythroped (erythromycin ethyl succinate). During October both old and new strengths were available. With the introduction of the new packs now completed the old products are no longer available. The new products are:— Erythroped P.I. (125mg./5ml.) Erythroped (250mg./5ml.) and Erythroped forte (500mg./5ml.).

Influvac stocks

Duphar Laboratories Ltd, Gaters Hill, West End, Southampton, say that due to unprecedented demand for the last six weeks, several Influvac presentation are out of stock.

Single dose disposable syringes and 10 dose vials have now been completely sold out and further stocks will not be available to meet prescriptions during the next six weeks. Adequate supplies of single dose ampoules are expected to be avail-



Mr Collins

able from mid-November onwards sufficient to meet those orders that are at present outstanding and to meet any further demand that may arise should there be an increased incidence of influenza.

Duphar Laboratories are requesting pharmacists for their co-operation to insuring that doctors are informed of the present supply situation so that suitable arrangements can be made regarding the vaccination of high-risk patients.

Smith & Nephew price increases

Smith & Nephew Ltd, P.O. Box 7, Bessemer Road, Welwyn Garden City, Herts AL7 1HF, announce price increases for their surgical dressings operative from October 29. Details in this issue.

Dopamet 500mg

Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey, GU4 8HE, announce a 500mg Dopamet tablet. These yellow tablets are film coated and marked BERK 3C3 and are issued in containers of 250 (£13.83) and 500 (£27.03).

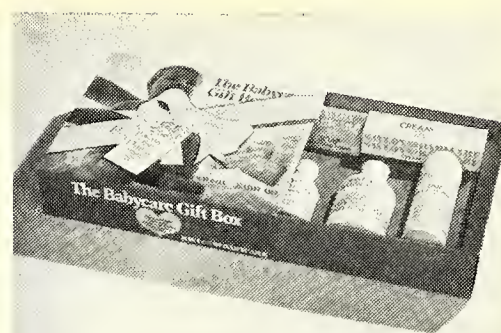
Clearasil new pack size

Richardson-Merrell Ltd, 20 Saville Row, London W1X 2AN, are introducing a 22g pack for their Clearasil White-Vanishing and Clearasil Skin-Tinted creams (£0.45).

Richard Hudnut offers

Richard Hudnut Ltd, Eastleigh, Hants, offer a pair of branded one-size tights in exchange for two promotional neck tags from either the 140g or 51g size Bidex aerosol. All three fragrances are currently available tagged with "Free tights offer". □ Richard Hudnut are also featuring a "money saver" offer on the large and economy sizes of Efferdent denture cleanser. Offered in return for six special vouchers is a voucher worth 12½p that is redeemable against any item from the chemist.

There are two supporting bonuses for the retailer. One features a coupon in the September C&D Price List. Printed on the reverse side of the "book mark" is a coupon worth 35p available to retailers who buy a minimum stock of 24 Efferdent. In addition, a 10 per cent discount is available to retailers or wholesalers buying 24 dozen or more assorted packs.



An ideal Christmas present for baby. Savlon Babycare gift box (£0.99) containing shampoo, cream, lotion, talc and soap and a voucher worth 3p off the next purchase of Savlon Babycare products (Avlex Ltd, Alderley House, Alderley Park, Macclesfield.)

Another Wish

A 500cc size foam bath (£0.75) has been added to their Three Wishes range by A. & F. Pears Limited, Hesketh House, Portman Square, London W1A 1DY.

It comes in three varieties: woodland herbs, a pine and herbal mixture; amber essences, a rich spicy perfume, and wild flowers, a light floral fragrance.

Beauty Club reaches 100,000

The Universal Beauty Club, which started 18 months ago, and offers "considerable savings on branded cosmetics, skin care products and perfume", has signed its 100,000th member. Members receive every two months or so a parcel containing full-size brand name products which would cost £5 retail, at a price of only £1.25 for the first box and £1.85 (plus postage and packing) for any subsequent boxes. The Club thus introduces manufacturers' products to women who might not try them otherwise. Details from Doreen Miller, 45 Weymouth Street, London W1.

Libresse betters its position

Sancell Ltd, Harpenden, Herts, are claiming that latest independent survey figures show a further growth for Libresse towels to hold a 12.1 per cent volume share in chemists. "Taped" towels now account for a 21 per cent share in the overall towel market. Correspondingly, traditional towels requiring belts have shown a further decline, now accounting for 68 per cent of the market compared with 81 per cent in September-October 1971.

The new completely repacked Boots for men range, using white packs with black and red motif, which will be appearing in the chain's branches



Trade News

Continued from p 613

Syntex winter display material

"In winter, wearing Syntex Skin Care should be as natural as wearing a coat." That is the advice given on the showcards (size 12 x 9in) now available from Syntex Pharmaceuticals Ltd. Other display material, including large dummy cartoons and lengths of black and white silk, the design of which incorporates the Syntex Skin Care "profile", may also be obtained on request to: the consumer division, Syntex Pharmaceuticals Ltd, St. Ives House, St. Ives Road, Maidenhead, Berks.

Orlane February discount

Jean D'Albert-Orlane Ltd, 125 High Holborn, London WC1V 6QX, are featuring a special 15 per cent discount for all women under the age of 25 throughout February. The discount is on all Orlane treatments and the complete makeup range and is aimed at encouraging young women to buy their products.

Discontinued

BDH Pharmaceuticals Ltd, Birkbeck Street, London E2, announce, with immediate effect, the following pack:

AB globin insulin 40 units per ml. 5ml is discontinued. AB globin insulin 80 units 10 ml is still available.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Alberto Balsam hair conditioner: All except We, B, G, CI

Alberto Balsam shampoo: All except U, We, B, G, CI

Aquafresh: Y, WW, NE

Black Knight hairspray: All except E

Cough Lemsip: All areas

Crest toothpaste: Y

Disprin: All areas

Max Factor Creme Puff: All except E

Max Factor perfume atomiser: All except E

Oil of Ulay: Y, Lc, Sc, NE, So, A, U, B, G

Old Spice: All areas

Phensic: All areas

Philips Ladyshave: Ln, M, WW, So, A, We, CI

Quickset: M, Lc, NE, G

Radox: All except U, E

Sandrine: All except So, E, CI

Silvikrin hairspray: All areas

Silvikrin shampoo: All areas

SR: All areas

Vaseline balanced care hairspray: All areas

Vosene: All areas

Yardley Sea Jade: All areas

New products



Over the counter medicinals Another Contac

A new competitor in the £1 million nasal spray market is Contac nasal mist.

Contac nasal mist comes in a $\frac{1}{2}$ fluid oz (£0.35) spray bottle with a sealed plastic nozzle attachment. The white PVC bottle is screen printed in blue and black with a blue cap. It is pre-packed in blue, white and black-shelf-extender packs. It contains phenylephrine hydrochloride, methapyrilene hydrochloride, cetylpyridinium chloride and thimerosal (Menley & James Laboratories Ltd, Welwyn Garden City, Herts).

Sundries

NPUM addition to range

NPUM have added a stretch floral brief (£0.51 $\frac{1}{2}$), in pink and blue patterns to their Softella range. The stretch qualities of the nylon brief are said to obviate the need for expensive size-range stocking by the chemist (NPU Marketing Ltd, 321 Chase Road, London N14 6JN).

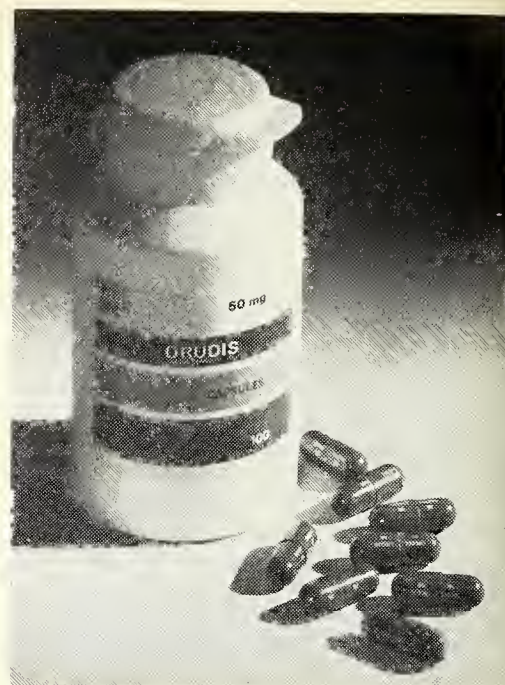
Cosmetics and toiletries

Old Spice aerosol after shave

Shulton have introduced their Old Spice after shave in an aerosol (£0.85). The aerosol is packaged in a metallic red container with a brushed aluminium cap and is "ideal for a man to carry in the glove pocket of his car" (Shulton (GB) Ltd, 100 Brompton Road, London SW3).

Bathtime range

A new range from Innoxia comes with the title Bath 'N' After. It includes an in-bath relaxer (£0.70) an aquamarine-tinted emollient bath preparation. The Bath 'N' After



tip to toe body cream (£0.57) is a light pearlised cream with a fresh fragrance. To complete the bathtime ritual there is a tingling, ice-cool tone-up spray (£0.85) "Not frighteningly cold, but toning and refreshing, providing mild stimulation to re-awaken the pores after in-bath soaking has left the skin sleepy and relaxed." The fragrance matches exactly that of Tip to Toe body cream (Innoxia (England) Ltd, Innoxia House, 436 Essex Road, London N1 3PL).

Prescription specialities

ORUDIS capsules

Manufacturer Pharmaceutical Specialities (May & Baker) Ltd, Dagenham, Essex.

Description Opaque green/opaque purple capsules each containing 50 mg ketoprofen. Orudis 50 is printed in white on each half capsule.

Indications Rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, gout, other forms of non-infectious arthropathy, acute articular and peri-articular disorders (bursitis, tendinitis, synovitis, tenosynovitis, capsulitis of the shoulder), painful musculo-skeletal conditions.

Dosage One capsule three times daily, taken with food. May be increased to one capsule four times daily or decreased to one capsule twice daily.

Precautions Should always be prescribed "to be taken with food". Caution in patients with history of peptic ulcer or those with impaired hepatic function. No embryopathic effects have been recorded, but should exercise caution during the first trimester of pregnancy.

Side effects Symptoms of dyspepsia have occurred, but are helped by a dosage reduction. Rarely, skin rashes.

Packs 100 tablets £4.80 trade, 500 tablets £22.80 trade.

Supply restrictions P1, S4B.

Issued November 1973.

All the best for the colds and flu season!



All-round relief for colds and flu...

It'll get them over all the worst symptoms of a cold or flu.

All your customers will get the message!

Your customers will get the Coldrex message loud and clear...in the press, and on TV, when the colds and flu season is at its peak.

- * New Commercial
- * All TV channels
- * National press

Result: almost total coverage of your customers.

So stock up with Coldrex, and get ready to see sales hot up as the colds and flu season reaches its peak.

SterlingHealth

Family Medicines You Can Trust

Coldrex is a regd. trade mark.



The cure for the common cold?

Of course not.

But your Wellcome Consumer representative will call with relief for your customers and more profit for you. You'll find big bonuses on Hypon, Actifed Co. Linctus 100 ml and Emprazil Tablets.

They may not be the cure for the common cold, but they are three times the treatment.



The trend is to the chemist

Things are moving in the chemist's direction in the coughs and colds market. Although some market statistics show grocers and other traders taking a lead in certain "peak" areas, the underlying trend over the past few years had definitely been for chemists to consolidate their ground, both in terms of "volume" and in respect of market "share".

A great deal of money is spent by manufacturers in promoting their over-the-counter coughs and colds remedies, and in the past there had been a suspicion that much of the business generated was going the way of the grocer and supermarket. But, as the potential grows, the figures show that chemists have been getting their share — and holding it when the enthusiasm of other traders begins to wane.

Because so many analgesics are used as cold remedies, the two markets are impossible to separate fully. However, sales of oral analgesics rose by 17 per cent in the two years between 1970-71 and 1972-73 to a total of over £13 millions. Chemists do more than two-thirds of this business.

In the last year, independent audits show that the analgesics account for 74 per cent of the total coughs and colds market, with 26 per cent going to the remedies specifically promoted for coughs and colds. This is a one percentage point move forward for the cold treatments in a year — insignificant when written like that, but an enormous amount in cash terms. Most of this increase is due to the continuing success of the "hot lemon" cold treatments which first burst upon the market in the 1969-70 season (see "The Lemon Revolution", C&D, January 16, 1971).

Market rationalising

However, the pace has already "sorted the men from the boys" in this sector and the main battle is restricted to two contestants — Lem-sip, the market innovator, and Beecham's Powders plus Hot Lemon. Together these two brands hold over 80 per cent of the "hot lemon" market. Some of the alternative brands have been withdrawn; others are receiving little promotional backing or have apparently decided to be content with their current position. The hot lemon group as a whole has in fact cornered nearly half the specific cold treatments market and now accounts for some 12 per cent of the total combined market area.

It is relevant to note that despite their "hot" association the lemon treatments are now making their greatest headway in the summer. The ratio of winter to summer business in these products had fallen from 74 to 70 per cent whereas cold treatment generally have moved slightly the other way — up from 63 to 66 per cent of business in the winter.

In chemists, however, the winter-summer

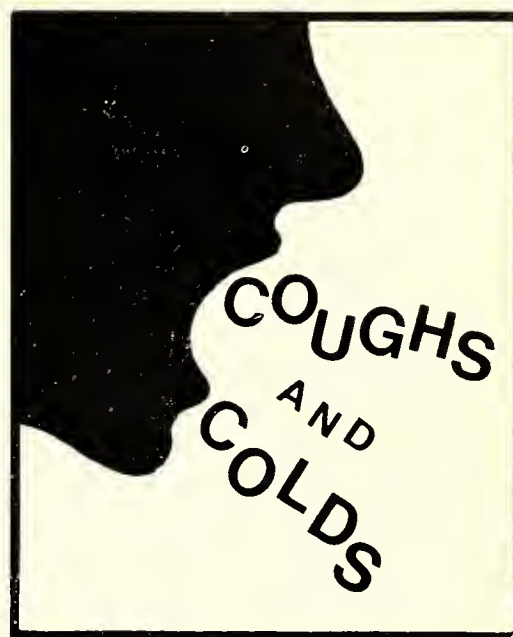
position is balancing out even more strongly. Cold treatment winter business is now only 51 per cent of the year's total, and for "lemon" varieties it has come down from 66 per cent to 56 per cent. The manufacturers now find that the winter-summer "base" — related to the number of people with colds — is fairly steady, and that the real peaks come only with winter influenza, particularly of course with epidemics.

It seems that the public is now coming to see the "hot lemon" product as a good way of treating a cold — even a "summer cold" — and advertising of the brand leaders is taking full account of this new attitude by being continued through the summer months. And because the lemon remedies are such a pleasant way of treating a cold — previously the sufferer generally resorted to an ordinary analgesic — they have succeeded in expanding the market. In winter, they now have about 15 per cent of total analgesics sales.

First to gain

Where has all this extra business gone? At the moment it is the grocer and supermarket who are benefiting most — they are stocking only the two top lemon brands, which are increasing both in volume and share, whereas the chemist has available for sale the alternative brands, many of which in the past two seasons have not only lost their share of the market, but have also sold in reducing quantities in cash terms.

Nevertheless, chemists were first to gain



from the lemon revolution, which gave them a sharp rise in their share of the overall market. This total share has been maintained by a gradual improvement in the analgesics share while the top end of the growing hot lemon business has been creamed off by other outlets: though the chemist has been successful in volume terms he has not maintained his percentage share here.

The reason given by the manufacturers is that the "hot lemon" products are still reaching new outlets and this is helping to push up sales; once the distribution potential is fully saturated the chemist's gradual comeback in analgesics is expected to apply also to "hot lemons"; this will happen as the grocers "shake out" all but the top selling brand or two and as chemists continue to exploit the merchandising opportunities created by their increasing customer throughput.

The changing market shares and total turnover pattern is complicated by inflation, of course, and in fact there has been a decrease in the actual "tonnage" of analgesics purchased over the past few years.

Continued on p 619



Beecham's striking coughs and colds unit is full of colour set against a background of grey, seasonal, umbrellas

WINTER'S BEST SELLERS!



Colds and flu, coughs, sore throats, aches and pains... for each there's a top-selling Beecham Remedy that will sell even better this year. The reason? Beecham's record-spending new television and press campaigns added to threats of Tokyo flu and hard weather forecasts. Check stocks and displays *now* — and benefit from demand, advertising and Beecham's active support of price maintenance.

BEECHAM HOME MEDICINES— BEST SELLERS ALL ROUND

Beecham's Powders
Tablets, + Hot Lemon
Phensic Tablets
Macleans Indigestion Remedy
Powder, Tablets
Iron Jelloids
Fynnon Calcium Aspirin
Tablets
Cephos Powders, Tablets
Elimans Embrocation

Germolene Ointment,
Footspray, Plasters, New-Skin
Setlers Tablets
Veno's Standard and Honey & Lemon
Fynnon Salt
Dinneford's Gripe Mixture
Yeast-vite Tablets
Phosferine Tablets, Liquid
Fynnon Spa Bath Salts and Liquid
Beecham's Pills

All Fresh Clean-up Squares,
Baby Bottom Wipes
Eno 'Fruit Salt'
Germoloids Ointment,
Suppositories, Moist Toilet Tissues
Phyllosan Tablets
Ashton & Parsons Powders
Mac Lozenges
Night-nurse (Southern, London T.V.)
Diocalm Tablets

BEECHAM PROPRIETARIES, Beecham House, Great West Road, Brentford, Middx. Tel: 01-560 5151

COUGHS AND COLDS

Continued from p 617

Chemists, however, have been increasing their turnover in volume as well as monetary terms — up from 43 per cent of the market in 1969-70 to 49 per cent of the market in 1972-73. The fact that this figure is lower than the sterling percentage reflects the fact that people tend to buy both higher-priced products and larger packs from chemists than from other outlets. Manufacturers are aware of this trend and are waiting to see whether "unit pricing", which tends to increase the size of pack purchased, or anticipated publicity against large packs of medicines, has most effect on the market.

The future

Where does the cough and colds market go from here? There is no doubt that the major over-the-counter medicine manufacturers have been impressed by the success of the "hot lemons" and each would like to see a repeat performance — provided he could lead it! However, the gilt is taken off the gingerbread by the fact that much of the gain — especially in volume terms — has been at the expense of existing cold treatments. Each manufacturer must therefore be fearful that his competitor will be first with the latest "breakthrough". And let there be no doubt, if the lemon market does continue to expand, a "second generation" product is certain to be evolved.

Two possible pointers of the direction the market will take come from the two top contenders, Beecham and Reckitt & Colman. Reckitt have come up with Cough Lem-Sip exploiting the name and the product's market position to broaden the brand's sales base. Beecham meanwhile have extended their test market of Night-nurse, a product which follows a successful USA precedent (and it was in the USA that the lemon revolution began, though it never achieved the same potential as in the UK).

A market potential pointer from Reckitt & Colman is that during the Midlands television test launch 59 per cent of Cough Lem-Sip users bought two or more packs and 14 per cent bought five or more packs during the four-month test period. The test also indicated that the introduction will provide a big stimulus for Lem-Sip itself — Cough Lem-Sip sales were matched by extra sales of Lem-Sip according to the makers.

What should be noted is that both products stress the activity of their ingredients and their "total symptoms" effectiveness (Lem-Sip by a combination of the two versions). The hot lemons had led the consumer to acceptance of this concept and the new attitude is certain to be exploited. Cough Lem-Sip contains noscipine and vitamin C while Night-nurse combines

paracetamol, promethazine hydrochloride and pholcodine.

In some ways this new attitude may favour the specialised decongestant products — which were perhaps ahead of their time in marketing terms. In fact both these products have a group of loyal followers, though they have been nothing like as successful as the lemon treatments, and the new research by Menley & James (see right) tends to confirm that many housewives mistrust treatments which suppress a cold — they believe it essential that a cold should be allowed to "come out".

In the cough market, no proprietary medicine has really succeeded in making a major impact since the "calms the nerves that cause the cough" Antussin campaign in 1959-60. This campaign had a dramatic effect — but a rather short-lived one. In the industry the general view of the cough market is that it is currently unexciting, conventional and somewhat old-fashioned. A multitude of brands proliferate, none with a clear lead over its competitors. The consumers' viewpoint appears to be that they are prepared to continue shopping around as, in the main, they are not convinced of the effectiveness of any brands they have tried. Certainly, the conventional "syrup bottle", while representing the traditional form of treatment, is seen as having distinctly "olde-worlde" connotations.

As one product manager told *C&D*: "Perhaps with increasing general knowledge about the way in which cough medicines work, manufacturers may be forced to explain more clearly whether they are selling anti-tussives or expectorants and how they can rationalise including both within the same remedy." Famel's latest Press advertising goes to some lengths to explain the product's action (see p 620) and Reckitt & Colman believe they have the "right order" for Cough-Lem-Sip—immediate expectorant effect, followed by a long-lasting anti-tussive one.

One view held in the industry is that the more effective medicines will become solely the province of the pharmacist with only smaller packs of the more palliative medicines remaining in the grocer and corner store for "convenience". The fact that Beecham are prepared to back a restricted chemist-only product like Night-nurse at this time — and their experience of its success already in one test area — augers well for the future of the chemist's over-the-counter business in this market.

The public and colds

A survey carried out on behalf of Contac 400 nasal decongestant has brought many new opinions on the common cold to light. Research was based on four group discussions with the socio-economic groups AB/CI, all under the age of 35.

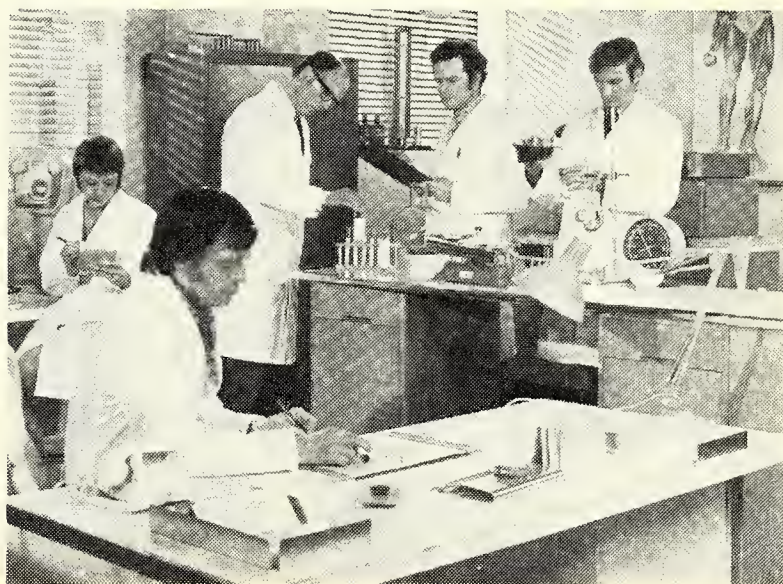
The survey supplied by Menley & James Laboratories with valuable information on the public's mental reaction to colds, their causes and their relief, which they have built in to their advertising campaign for Contac 400. Thus the new slogan, "Dries up a runny nose".

One point revealed was that women accept colds as simply a matter of fate from exposure to germs and viruses while men are inclined to blame too many late nights, not eating the right food, smoking too much, overworking or being generally unfit. Men also believe "colds are unmanly". However, women interpret this rather cynically by stating "Men have 'flu, not colds!'".

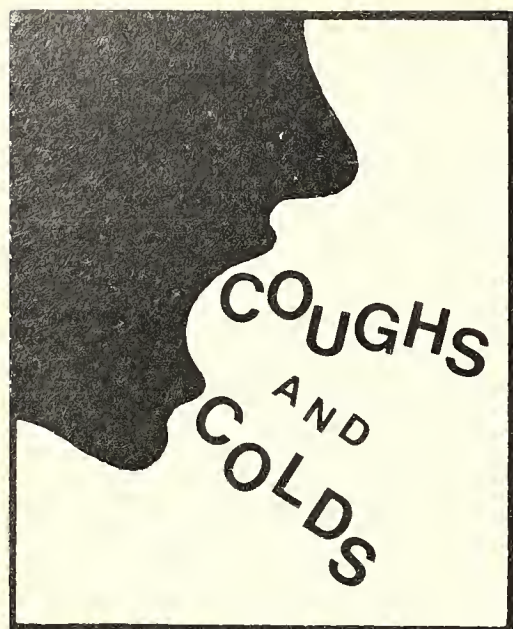
Why do people use Contac? The main reason was because Contac was thought to be really effectual in drying up a cold, helping to stop a runny nose, watery eyes and the sneezing — the user could dispense with a handkerchief! The result was a normal appearance. So Contac was used for special occasions like "being a bridesmaid" or "attending a party". Business men and women whose work involved much social contact relied on Contac to make them see things a little clearer and to help their appearance.

A number of people in the discussions believed that a cold should be allowed to take its own course. Even aspirin should not be taken as this would interfere with the natural pattern.

Although some in the groups thought Contac was relatively expensive, no-one saw this as a reason for not buying it. Cold relief was worth paying for. And, they added, a cheap product would not appear as likely to work as something expensive.



Reflecting the current vogue for stressing ingredient activity, this shot from the Anadin TV commercial shows "the quality control men at work"



Beecham's four brands to be backed by record spending

Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex, plan an "active winter" with record spending on their Beecham's Powders, Veno's, Phensic and Mac brands, running right through the season. Some £1 million will be backing Beecham's belief that this winter, heralded by rumours of Tokio influenza and forecasts of hard weather, will be bringing big business in cough and cold remedies.

Veno's cough mixture, will have an average three television spots in every area every week from November to February, a record spending for the brand. Both Veno's and the honey/lemon flavours are featured in the 30-second films which helped to lift sales by 19 per cent and 43 per cent respectively last winter.

Mac lozenges will also be on television, with the catchy, popular 15-second and 7-second commercials which were so effective last winter. "A Mac lozenge in your mouth/soothes sore throats away" will be the message being heard at least four times a week during the November and January peaks in London, Midlands, Lancashire, Southern, Anglia and Westward TV areas. *Phensic* began last month with new films appearing nationally for "the powerful way to stop pain". Screened nationally, three commercials will be appearing four times a week in the two winter business peaks before and after Christmas, reflecting seasonal changes in the use of general analgesics.

Night-nurse, Beecham's new night-time treatment for colds and associated symptoms, is of special interest to London TV area chemists this winter. Following the success of such products in the USA and a launch in Southern TV area last winter, the move reflects Beecham belief in the expansion potential for cough and cold remedies this winter. Night-nurse will be on television six times a week in both these major areas, using a proven sales-productive 30-second film.

Beecham's Powders get a new look, too, setting out to beat even last winter's advances for this dominant brand name. Spending will be over £100,000 on national newspaper advertising with the "Take

The winter's promotions

People suffer from colds all the year round, but the peak sales of cough and cold remedies come only with outbreak of influenza. Generally the bigger outbreaks occur once in three years — and last winter was one such "peak" year, though because it hit different areas at different times, the "epidemic" stage was never reached. However, a new virus strain is in the offing against which there is currently no immunity . . .

Beecham's Powders, feel better fast" slogan, topped by over £300,000-worth of national television. Both campaigns run right through the winter, with television using new 30-second and 15-second films at high frequency. One third of all appearances will feature Beecham's Powders + Hot Lemon on its own, the result of a successful test operation in Lancashire last winter — strong evidence for continual growth in hot lemon treatments. Beecham's Powders are claimed to be the biggest selling cold treatment.

Famel Press campaign gets stronger

A new campaign promoting the Famel range of cough syrups starts this month and carries on throughout the winter. Aimed specifically at the regular cough sufferer the advertising is said to be "so strong that it would not be allowed to appear on television."

Advertisements will appear regularly in *News of the World*, *The Sun*, *Daily Mirror*, *Weekend*, *Reveille* and in monthly magazines.

The copy discusses the reasons why coughing starts when a sufferer lies down and explains — with a large diagram — how Famel helps thin mucus, soothes the throat, and helps diminish unnecessary coughing.



Two Zubes versions on television

Made famous over the years by their slogan "Feel a little hoarse? Go suck a Zube", the well established Zubes medicated lozenges — for winter coughs and colds, sore throats and catarrh — are being widely promoted during this winter through television commercials on a countrywide basis.

Roberts Laboratories, Bolton, who still make Zubes to the original formula, are featuring the product in more than 140 seven-second commercials, up to February 1974, on London Weekend, Granada, Yorkshire, Harlech, ATV, Southern and Scottish Television.

Linked with Zubes in the commercials are Lemon and Honey Zubes, the "summer soother" that the firm launched last year to combat dry throats. Like the originals, these are available in attractively designed, 12-tin display packs.

To back up the promotion, Roberts are making a free premium offer to the trade of porcelain enamel non-stick pan sets, worth £16.

Composite counter display unit for the Famel range offers five different products for family coughs and colds in a minimum of space

COUGHS AND COLDS

Lem-Sip: more growth to follow record year

Lem-Sip, the brand which pioneered the hot lemon cold relief market, has again experienced a record year, with sales through chemist outlets up by 38 per cent, according to Reckitt & Colman pharmaceutical division, Dansom Lane, Hull HU8 8DP. While the standard (five sachet) size accounts for the majority of sales and continues to grow steadily both the family and junior sizes are expanding at a faster rate, now accounting together for 40 per cent of brand sales in chemists.

To assist in Lem-Sip's plans for increased growth, a heavy-weight television campaign, featuring both the standard and junior lines, began last month and will continue in bursts until March.

The main innovation in Lem-Sip marketing this winter, however, is the national launch of Cough Lem-Sip. This product was successfully test-marketed in the Midlands last winter and was exceptionally well received, with an encouraging level of repeat purchase. Quite apart from the enthusiasm aroused in its purchasers, however, the stimulus provided by the presence and marketing activity of Cough Lem-Sip led to substantial increase in the

This latest wire stand for Lem-sip gives a prominent position to the new chemist-only Cough Lem-sip



sale of Lem-Sip itself, over and above that recorded in the rest of the country.

Made, like Lem-Sip, by adding hot water to the contents of a sachet, Cough Lem-Sip contains noscapine and a "booster dose" of vitamin C in a blackcurrent and lemon base. Its uniqueness and the reason for its success is said to lie in the fact that the unpleasant taste of noscapine, which has long been recognised as a most effective treatment for coughs, has been masked by an exclusive formulation which enables the product to be both highly effective and pleasant to take. Cough Lem-Sip is only available through pharmacies.

Television advertising for the new brand will also continue in bursts until March. Additional support will be provided by full-page colour advertisements in the major women's weekly magazines in November and December. This campaign incorporates standard, junior and Cough Lem-Sip, presenting them as the complete answer for family coughs and colds.

Psychologists provide lead for Vapex relaunch

When Thomas Kerfoot & Co Ltd decided to relaunch their Vapex range they did so with thoroughness. An independent team of trained psychologists was commissioned to conduct depth research amongst users of decongestants. The brief given by Kerfoot was simple — first find out from users what they expect in the performance of the product; second recommend any changes required, and third test new packaging.

The results obtained can be seen clearly in the new Vapex. The sizes of containers and contents are said to be exactly what the user requires and the clean, visual presentation of the packs are "full of eye appeal". Even the crossed red and green arrows are meaningful and during the tests were described as "red = stop congestion, green = go and breath easily."

Display areas in chemists were also researched and it became evident that a dispenser unit must be flexible to be accommodated both in gondola units and on counter display. Hence the distinctive dispenser unit that not only displays the products in the Vapex range but by doing so contains all the decongestant requirements of the chemist in one neat unit. Details of the unit from Thos Kerfoot & Co Ltd, Bardsley Vale Mills, Ashton-under-Lyne, Lancs.

Script product for 'the whole family'

Current promotion for Rinurel is via leading medical journals to doctors, emphasising the product's value as a preparation suited to use by "the whole family". Rinurel linctus may be used for cough/cold symptoms in children down to the age of two years, say the makers, William R. Warner & Co Ltd, Chestnut Avenue, Eastleigh, Hants.

The formulation provides analgesic, anti-histamine, antipyretic and decongestant; the sustained action tablets providing patients with up to 12 hours relief of symptoms from a single dose, and the linctus has an antitussive agent in addition.



A new eye-catching three-dimensional shelf strip for Actified Compound linctus now being distributed to chemists by Wellcome Consumer division, Crewe Hall, Crewe, Ches. Wellcome's consumer range also includes Emprazol tablets for the relief of cold and influenza symptoms and Medicaire, a medicated room spray to relieve nasal congestion and reduce airborne bacteria.

Press campaign for pastilles range

The *Daily Mail* and *The Sun* are to be the media used in this year's Press advertising for Potter's catarrh pastilles. Potter & Clarke Ltd, 9 Wellesley Road, Croydon CR9 3LP, believe the pastilles still present one of the best methods of reducing the unpleasantness of a cold by making it possible to breathe freely again — displayed constantly on the counter they are said to be certain to achieve sales.

For children who don't like the taste of the standard version there is the special Potter's fruit-flavoured children's cough pastille, and this will be included in the standard advertising. In addition Potter & Clarke offer a well-packaged supporting range of pastilles, comprising glycerin and blackcurrant, glycerin, lemon and honey, Gee's linctus, glycerin of thymol, and menthol and eucalyptus.

More advertising for Pulmo Bailly

Bengué & Co Ltd have substantially increased their outdoor advertising on Rugby League grounds and in the national Press for their Pulmo Bailly cough suppressant and expectorant.

Showcards and crownners are available on request from Bengué & Co Ltd, Mount Pleasant, Wembley, Middlesex, HA0 1TX.

Fennings' special terms

During November, Fennings Pharmaceuticals, 6 Church Street, Ashton-under-Lyne, Lancs, are offering their Fennings Little Healers (36-size only) on the following bonus terms:— 15 invoiced as 12 on orders of 12 doz; 14 invoiced as 12 on orders of 3 doz; 13 invoiced as 12 on orders of 1 doz. The bonus is available through wholesalers or direct.

Kirby offer bonuses

H.&T. Kirby & Co Ltd, Mildenhall, Suffolk, offer bonus terms on their coughs and colds range. On their bronchial and junior balsams, 13 are invoiced as 12 on orders up to 6 doz, 14 as 12 on 6 doz and more. On Orange and halibut vitamins, Day-vits and Nocold tablets, 14 invoiced as 12 applies to all quantities.

You'll feel the benefit immediately.

Menthacol
the unique cold
remedy you can
actually feel beginning
to work immediately

LEMON FLAVOURED
Menthacol
unique hot drink
remedy for colds



you can
actually feel
beginning to work
immediately

Menthacol offers cold and 'flu sufferers a unique benefit.

People actually feel it beginning to work immediately they sip its comforting hot-drink formula. Clearing the stuffed-up nose, bringing down the temperature, soothing away aches and pains.

Stock and display Menthacol prominently, and you'll see this unique benefit working for your sales...immediately the colds and 'flu season begins.



SterlingHealth

Family medicines you can trust

COUGHS AND COLDS

Two-week 'exotic' holiday competition offer from Vicks

The chance of a two-week holiday in one of eight "exotic" countries is offered by Richardson-Merrell Ltd, 20 Savile Row, London W1X 1AE, in a new Vicks lozenge competition open to all chemists.

Vicks lozenges are sold in over 160 countries — hence the "Vicks lozenges world-wide competition". The competition is open until February 16, 1974, the entry qualification being that stockists must have Vicks lozenges on display when sales representatives call.

Two first prizes are offered, each for two people. The winners can select from eight countries (Afghanistan, Mexico, Kenya, Thailand, Brazil, Ceylon, Hong Kong or Hawaii) the one they would like to visit. The prizes include travel, accommodation and £150 spending money. A 25 runner-up prize will be awarded to each of the 20 next best entries. Entry forms will be given to each stockist by sales representatives and on each of his visits during the competition period he will initial the appropriate box provided on the leaflet to verify the product is on display.

Sinex television expenditure up

Television advertising expenditures on Vicks Sinex nasal spray are being increased this year by 40 per cent, making Sinex one of the most heavily supported brands in the market.

The national campaign featuring 30-second commercials started in late October and will run through until March. During the height of the colds season these commercials will be seen by approximately 90 per cent of the adult population on an average of 12 times.

Launched nationally last autumn Sinex has proven to be a successful new product introduction, claim the makers, Richardson-Merrell Ltd, 20 Savile Row, London W1X 1AE.

Year-round campaigns for Anadin

Anadin advertising is concentrated mainly on headaches but the product itself is used extensively for the symptomatic treatment of colds and flu — the makers claim research shows it to be the most used brand for those conditions.

Brand leader, Anadin is said to be responsible for 32 per cent of the television



This revolving counter display unit for Vicks cough and cold range is available to larger outlets. It complements the V-shaped wire unit for independent chemist outlets with less space (see C&D October 13, p 504)

advertising expenditure in analgesics, its nearest rivals spending 15 per cent and 13 per cent. There are 200 Anadin spots over the year and the product appears on the screen 40 weeks a year on average.

In addition, a total of 970 Press advertisements appear during the year, in all leading national newspapers, in leading national magazines and in all women's weekly and monthly magazines.

Anadin's share of the analgesic market is claimed at around 20 per cent — a lead it has retained since the early 60's despite the challenge of strong competition. International Chemical Co, Chenies Street, London WC1E 7ET, are also to continue their mailings to dentists, nurses and welfare officers, dealing with the application of analgesics in their own spheres.

Kleenex chase colds and 'flu sales

A bold new advertising campaign began last month for Kleenex for Men tissues, designed to boost sales from the start of the traditional colds and 'flu season. The colour advertisements are directed at the biggest buyers of Kleenex for Men tissues — women. The campaign forms part of Kimberly-Clark's continuing policy of heavy support for Kleenex for Men tissues, spending over £100,000 a year on advertising.

The versatile campaign theme features a

series of different advertisements with users of Kleenex for Men tissues: KLEENEX FOR little woMEN, KLEENEX FOR strong MEN, KLEENEX FOR lucky woMEN, KLEENEX FOR brave MEN and KLEENEX FOR gentle MEN are just some of the subjects. The campaign covers leading women's magazines, and Kimberly-Clark estimate 90 per cent of all housewives between the ages of 25-44 will see the advertisements regularly.

Mr Nick Hughes, Kimberly-Clark group product manager for facial tissues, says. "The advertisements for this campaign have been extensively tested and this research has shown that the series is not only amusing and appealing to the customer, but memorable too. They are the type of advertisements which prompts customers to look forward to the next in the series, which gives a very high product recall. We know that customers prefer a man-size tissue to cope with colds and 'flu, and Kleenex For Men tissues have more wet strength than other tissues. We are confident that this new campaign will give sales of Kleenex for Men tissues a considerable boost this season."

Coldrex already ahead on last year

The Coldrex tablet pack has been redesigned and is coming into shops this month. Sterling Health Products, Surbiton, Surrey KT6 4PH, report that the product was highly successful in the last year in retail pharmacies. Sales are currently 40 per cent up on last year and this trend is expected to continue as the brand will be supported by its highest ever level of national television advertising. The advertising will feature strongly the Coldrex formulation, which deals with all the symptoms of colds and influenza. "More and more consumers are realising that they need specialist products to cope with these winter ailments", say the company.

Further support will be given by a new counter unit which has been produced for displaying Coldrex tablets and powders together. Also available in the Sterling Health Products range of specialised cough and cold remedies are Coldrex cough syrup, Coldrex nasal spray and New Family Antussin.

New packaging for Coldrex tablets stresses the "cold and flu" strength of the product



In the cold war, we throw in everything...

BRONCHIAL BALSAM

Thick and strong.
Suitable for counter
prescribing.
100ml. bottle
Trade: £1.56 doz.
Retail: 24p. ea.
200ml. bottle
Trade: £2.52 doz.
Retail: 39p. ea.

JUNIOR BALSAM

For children. Has the
physical characteristics
of BRONCHIAL BALSAM.
100ml. bottle
Trade: £1.32 doz.
Retail: 19p. ea.

**ORANGE AND
HALIBUT VITAMINS**
Vitamins A, D, C, in an
orange flavoured
chewable tablet.
100 tablet pack
Trade: £3.00 doz.
Retail: 49p. ea.

DAY-VITS

All the daily vitamins in a
one-a-day tablet.
30 tablet pack
Trade: £2.52 doz.
Retail: 39p. ea.

NOCOLD TABLETS

(foil wrapped)
Analgesic, antipyretic,
decongestant with
caffeine and Vitamin C.
12 tablet pack
Trade: £1.32 doz.
Retail: 22p. ea.

...even a free pack or two.

BRONCHIAL & JUNIOR BALSAM

One free per dozen up to six dozen.
Two free per dozen, six dozen and over.

ORANGE AND HALIBUT VITAMINS, NOCOLD & DAY-VITS

Two free per dozen any quantity.

Order direct or through your KIRBY Representative.

*All trade prices exclusive V.A.T. Retail prices inclusive V.A.T.

H & T KIRBY & COMPANY LIMITED, Mildenhall, Suffolk, Telephone: Mildenhall 713227.

KIRBY

PHARMACEUTICALS

Are you ready for the cough and cold weather?

Famel is—with stronger advertising than ever before.



Over 70
advertisements in
National Press



Powerful
advertisements in
Family Circle



Frequent
advertisements in
Woman and Home,
Mother and
Woman's Weekly

Display now for maximum sales.



COUGHS AND COLDS

Cabdrivers makes it to the 'top ten'

Last year Cabdrivers adult linctus moved up into the "top ten" of over-the-counter cough remedies, according to its makers.

The range — which includes also a junior version with fruit-flavoured liquid glucose base — will be relaunched nationally this winter, most of the advertising being concentrated into December and January with a carry-over link between the two peak periods. The budget is five times larger than ever before and the media list includes:— *Daily Mirror*, *Sunday Mirror*, *People*, *News of the World*, *Woman*, *Women's Own*, *Woman's Weekly*, *Woman's Realm*, *Woman-Home*, *Family Circle* and *Living*.

It is anticipated that this consumer advertising supported by the attractive and memorable name will move first purchases rapidly off the shelves — repeat purchases will be automatic due to the high performance quality of the product.

Both products, together with Cabdrivers nasal decongestant tablets, are sold only through chemists. This "chemists only" policy is strictly adhered to by Ford Jackson & Co (Sales) Ltd.

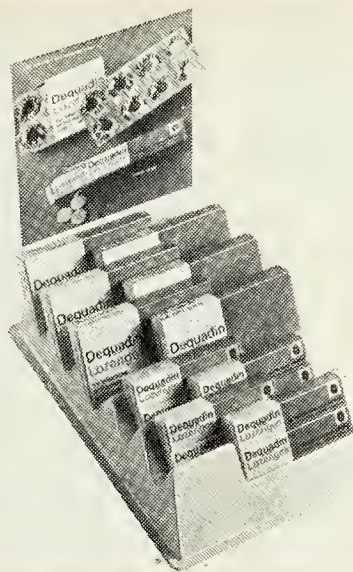


National distribution through wholesalers has already been established, but in case of difficulty in obtaining supplies, pharmacists should contact Halas Laboratories Ltd, Thorp Arch Trading Estate, Wetherby, Yorks.

Bonuses on lozenges

Thos. Guest & Co Ltd, Carruthers Street, Ancoats, Manchester 4, announce that the following bonuses are currently available: Blackcurrent flavoured antibiotic throat lozenges (containing tyrothricin and cetylpyridinium chloride) and Quatorial throat lozenges (containing tyrothricin benzoin and CPS), with orders of one gross, one dozen supplied free.

Sure Shield iodised throat lozenges will continue to be advertised through the winter in *Reader's Digest* and women's magazines.



'Ethical' sector is showing growth

The market for "ethical" throat lozenges is slowly growing, say Allen & Hanburys Ltd, Bethnal Green, London E2. They claim their Dequadin is the most widely prescribed lozenge and offer the counter merchandiser illustrated.

Also in the "ethical" category are Capriton tablets for cold symptoms relief, Ethnine sedative cough linctus and Pirix expectorant.

Phenergan success

Phenergan Compound, the new expectorant linctus introduced last year, has proved very successful and has established itself in May & Baker's range of cough remedies. It is formulated "to ease away the nagging misery suffered by children with coughs and colds" calming the fractious child, assisting productive cough by thinning tenacious mucous, and achieving nasal decongestion without central stimu-

lation. The 125ml pack is on bonus term of 10 invoiced 9, available through wholesalers, until the end of February.

The two established May & Baker products, Phensedyl cough linctus and Tixylix childrens' cough linctus are also on similar bonus terms for the 125ml packs through wholesalers — higher bonus terms for larger quantities are available through M&B medical representatives. Details from May & Baker Ltd, Dagenham, Essex.

Codis new pack

The "strong analgesic" nature of Codis is being reflected in new red printing on both foil and pack, say Reckitt & Colman pharmaceutical division, Dansom Lane, Hull. Sales are said to be expanding owing to a higher chemist recommendation and display and brand share in the prescription market is now thought to be in excess of 6 per cent by value.

Disprin sales through chemists are also continuing to grow steadily, with results for the first six months of this year showing a 22 per cent increase on the corres-



ponding period of 1972. This position will be consolidated during the coming winter season with heavy television support for the brand. A campaign began at the end of September and will, it is claimed, reach 85 per cent of housewives an average of 6.5 times in the pre-Christmas period. It will continue to feature the commercials which proved so successful last winter, covering the specific areas of headaches and muscular pain.

Malt extract: a 'natural' seller

Mothers today have "got out of the habit" of buying malt as a winter supplement for their children—but that doesn't mean the product is out of date. Indeed, malt with its additives of cod-liver oil, halibut-liver oil or orange juice have a valuable and topical selling point in that all ingredients are obtained entirely from "natural sources."

Although sales have dropped during the past decade, and some of the "branded" versions have fallen by the wayside, the product is not subject to supermarket competition and offers the chemist real opportunities for promotion through display and recommendation. The "natural" label is, of course, giving it a stake in the health food trade. Certainly malt provides a most palatable vehicle for cod-liver oil—and few mothers are attracted by the plain oil, though they are often aware of the vitamin advantages it holds for their children.

Prices have been kept stable this year despite the rises in grain costs, and retail-

ing at around 30p per lb jar malt products can be offered to the customer as a very cheap dietary supplement.

Fingers may be the cause of spreading colds

Coughs and sneezes may not spread the common cold after all.

A group of doctors at the University of Virginia believe that rhinovirus infections, which are responsible for at least one third or more of common colds in adults, are transmitted by direct contact with infected skin or other surfaces rather than by airborne transmission. A report in a recent *New England Journal of Medicine* says that studies in which susceptible volunteers

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COUGHS AND COLDS

Continued from p 629

were confined in a closed room with infected patients who "sang and carried on vigorous discussions", failed to produce any transfer of infection.

When subjects with natural rhinovirus colds were asked to cough or sneeze in the direction of a broth-covered Petri dish, the virus was recovered from only one of 13 sneezes and from none of eight coughs, although it was present in the saliva of half the subjects tested. Four out of ten subjects had the virus on their hands.

The doctors found that rhinovirus survived in nasal mucus for up to 24 hours and for up to 3 hours on non-porous surfaces such as Formica and stainless steel. The virus survived poorly on porous material such as cotton cloth and facial tissues but well on human skin.

Further experiments showed that rhinovirus could be transferred from plastic or skin of fingers on touching the contaminated area, and finally, dried rhinovirus transported by fingers to nasal or conjunctival mucosa resulted in a common cold in four of 11 volunteers.

Secret observations of the nose picking and eye rubbing habits of delegates at a medical conference confirmed the author's suspicions that finger to nose and finger to eye contact occurs with sufficient frequency to support their theories. In an average hour, one out of every three subjects picked his nose and one in every 2.7 rubbed his eye. When people were seated in a circle as opposed to rows all facing the same direction, they behaved with greater restraint as regards nose picking but rubbed their eyes just the same.

Kissing, however, appears to be fairly safe. Other workers have shown that whereas nasal and conjunctival mucosa are suitable environments for growth of rhinovirus, the pharyngeal mucosa is not.

Racing driver Ronnie Peterson carried the Vicks lozenges logo on his helmet and overalls. He will again be sponsored by Vicks lozenges in next year's attempt at the world championship.



WHO lists 'flu 'facts'

Influenza is a persistent viral disease of mankind, causing acute illness, great economic losses and death. It occurs periodically in epidemics which may vary from small outbreaks to pandemics, and is therefore of great concern to the World Health Organisation. The WHO recently set out the "facts" as follows:—

In the last 40 years, influenza pandemics have tended to occur at intervals of approximately 10 years and epidemics of variable intensity have been reported every two to three years. The pandemic spreads from a single focus of disease. Over the centuries many but not all pandemics have emerged from within the Asian extreme Orient.

In a few months, influenza epidemics may spread from one end of the world to another. This is highly favoured by the increasing speed and proportions of modern inter-country travel. Once implanted in a receptive population, such factors as wet and cold weather, indoor life, common transport aggregations, which intensify the frequency of contacts, may trigger the epidemic wave.

Influenza "excess mortality" is due almost exclusively to pulmonary bacterial complications and may represent in the "flu year" as much as six times the number of deaths in the intervening period. The

risk of death during an influenza epidemic is high in certain population groups such as the aged, the chronically sick (eg patients with rheumatic heart disease, cardiovascular disorders, broncho-pulmonary disease, immunodeficiency and diabetes mellitus) and persons residing in institutions under crowded conditions. All these should be given vaccination priority.

The first target is to alleviate the severity of influenza through adequate medical care and the competent use of antibiotics.

Three types of human influenza viruses, A, B and C, were recognised in 1933, 1940 and 1947 respectively. Only type A is associated with pandemics. The gravity of influenza is usually related to type A epidemics and less frequently to type B virus. Type C virus has not been found to be associated with epidemics. The main body defence mechanism against influenza virus is production of antibodies to various proteins present in the virus, particularly a surface protein, the haemagglutinin, which allows the virus to attach itself to the host cell membrane and thus triggers the infection. The presence of such an antibody repels any new invasion with the same or very similar virus but it is ineffective against antigenically modified viruses.

Continued on p 632

The one they ask for by name

FISHERMAN'S FRIEND

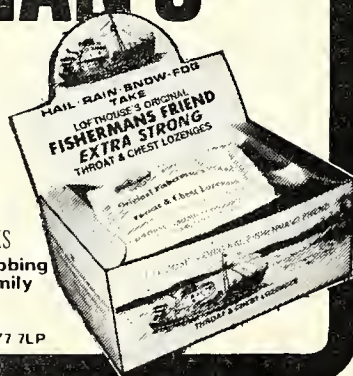
THROAT & CHEST LOZENGES

Extra strong to ease breathing and clear the head

IN ATTRACTIVE
DISPLAY OUTERS OF 20 PACKS

Also Rheumatic Rubbing
Ointment and Family
Cough Linctus

LOFTHOUSE CHEMICAL PRODUCTS LTD
Copse Road Industrial Estate FLEETWOOD FY7 7LP



INFLUENZA and 'COMMON COLD' TABLETS
(homoeopathic formula)

Pack of 5 bottles wholesale £1.15 inc. VAT
Retail 48p per bottle

from A. NELSON AND COMPANY LIMITED,
73 DUKE STREET, LONDON, W1M 6BY
Telephones 01-629 3118/3119/3205

Automatic telephone answering service
available when the Pharmacy is closed.

ORALCER

SLOW RELEASE F
PELLETS O R MOUTH ULCERS

THE ONLY PELLETS WITH COMBINED
ANTIBACTERIAL & ANTIFUNGAL ACTION

O.T.C.
EC.10

The original

SURE SHIELD
IODISED
THROAT LOZENGES

**now available
in a new pack**

SURE SHIELD
IODISED
THROAT LOZENGES



Thos. Guest & Co. Ltd.
Carruthers Street, Manchester M4 7HX
Telephone: 061 205 2975

Score again this cough season with



PULMO BAILLY

We're giving you strong support again this season: banner ads on Football, Rugby League and Rugby Union grounds. PULMO BAILLY right on the touchline! Since September your customers have been seeing the message to buy as they watch the Saturday match at the grandstand or at home on T.V.; and all through the weeks to Christmas powerful advertisements will be confronting them in papers: the Daily Mirror, the Sun, the News of the World, the Sunday People, regional newspapers and T.V. Times. With a promotion for PULMO BAILLY like this can you afford to miss out?

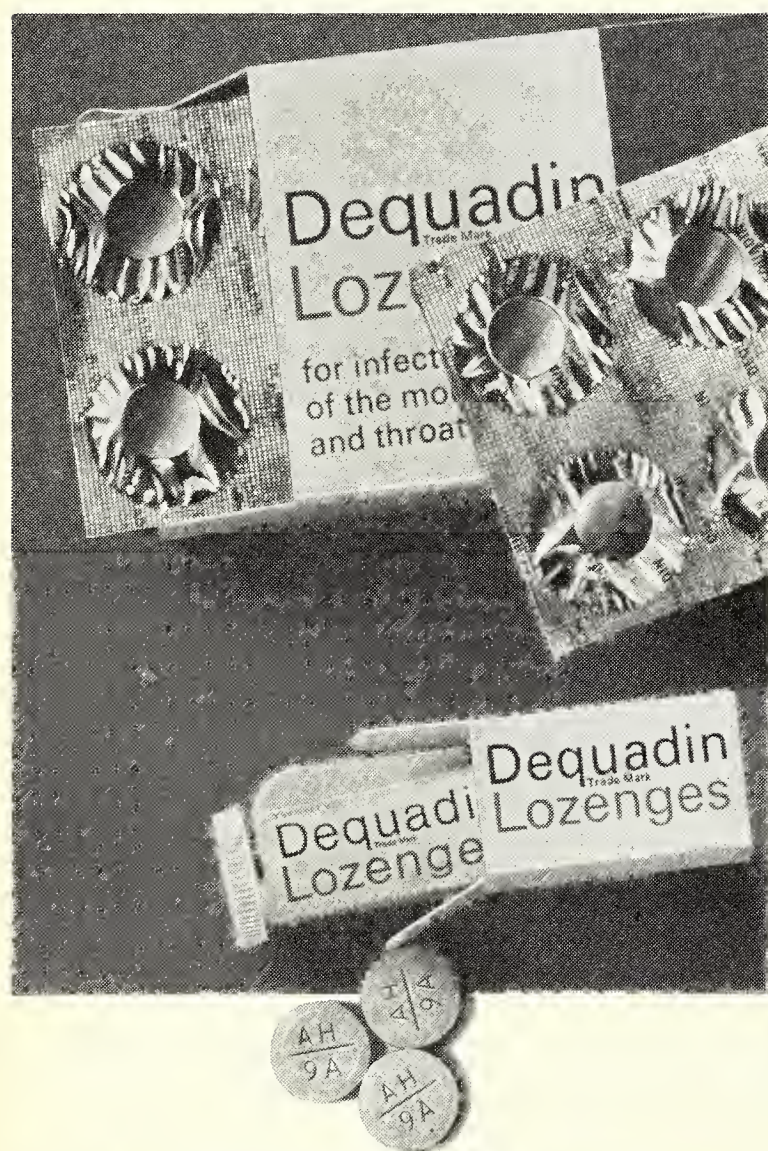
**BONUS
OFFER**

*Let your Wholesaler tell you
NOW how PULMO BAILLY
can make even bigger profits
for you between 5th and 30th
November 1973.*

Bengue & Company Limited,
Mount Pleasant, Alpertown, Wembley, Middlesex HA0 1TX.

Dequadin Lozenges

**Not just the most widely
prescribed throat lozenge
...the one
thousands ask for by name**



-especially at this time of year.

tubes of 20 and strip-packs of 40



DEQUADIN IS A TRADE MARK OF
ALLEN & HANBURYS LIMITED LONDON E2 6LA

'Flu facts

Concluded from p 630

The outstanding and disconcerting feature of influenza A viruses is their capacity periodically to change the protein envelope components, haemagglutinin and neuraminidase, and thus escape the neutralising antibodies developed through previous infections or vaccinations.

There are two different kinds of antigenic variability of influenza viruses: antigenic *drifts* which cover the partial changes, and antigenic *shifts*, in which a complete change of the surface antigen takes place. The last kind is usually associated with pandemics. Two major hypotheses have been proposed to explain these changes: (a) both *drifts* and *shifts* are due to the selection of pre-existing mutants through the gradually increasing pressure of immunity built up by the spreading virus until exhaustion of almost all susceptibles; (b) where antigenic drifts may occur through antibody pressure, the major shift may originate from a hypothetical animal reservoir or as a result of recombination between human and animal or avian strains of influenza viruses. WHO collaborative studies are trying to elucidate these mechanisms with the object of finding a more efficient system of control of influenza.

Although intensively explored, the treatment or prevention of influenza through drugs, interferon, or interferon inducers, has not yet reached a level of practicability in the control of the disease. The way to control lies rather in simulating the natural immune defence mechanisms through the use of vaccines.

Two sorts of influenza vaccines are now available: killed concentrated, and partially-purified for parenteral administration and live-attenuated vaccines destined for instillation or pulverisation into the upper-respiratory paths. Used wisely they can give up to 80 per cent protection in the interval before the emergence of new variants of virus. Older vaccines have been found to be useless against new pandemigenic strains.

WHO programme

The WHO influenza programme was established in 1947. Essentially, this programme consists of rapid isolation and characterisation of new strains in order to make available for research and production laboratories the ones showing substantial variation from the current strains.

Two WHO international reference centres for influenza, in London and Atlanta, USA, and 92 national centres in 61 countries are carrying out influenza surveillance activities. The national centres keep in touch with the international centres on technical matters. However, still more comprehensive surveillance of the world influenza situation is needed.

The International Centre for Influenza in Atlanta, in collaboration with the World Influenza Centre in London, prepares and distributes diagnostic reagents annually to all national influenza centres (samples of recent influenza viruses and specific antisera) to be used as references.

It is now possible to produce hybrid strains by recombining the new isolated variant with a strain which has been trained to grow rapidly in culture, and this reduces the interval of large-scale vaccine production.

As a result of WHO collaborative studies a recombinant with the current A/England/42/72 strain was made available to vaccine producers by the World Influenza Centre in London, and the first large batch of this new vaccine was distributed at the beginning of December 1972. But an interval of 2 to 3 months at best and often 4 to 6 weeks longer still elapses between isolation of the new strain and vaccine production. This is one of the major problems to be solved by the WHO influenza programme.

The hypothetical role of the animal reservoir for human influenza is being explored through WHO collaborative ecological studies. Control of infection in the individual person can be achieved with reasonable success: control of the world-spread of the disease is still unattainable.

EEC pharmacy course: 30 years behind UK?

The structure proposed for "harmonised" EEC pharmacy courses is 30 years out of date, Professor P. H. Elworthy, professor of pharmacy at Manchester University, said last week.

Giving the third Merck Sharpe & Dohme lecture on "The open door — the unrecognised potential of the pharmacist", he said that pharmaceutical education had galloped ahead so rapidly in the past 20 years that there was a general lack of recognition of what the pharmacist can do. However, Professor Elworthy saw the EEC proposals as one of two main traps for the future — the other being the imposition "of what we should teach".

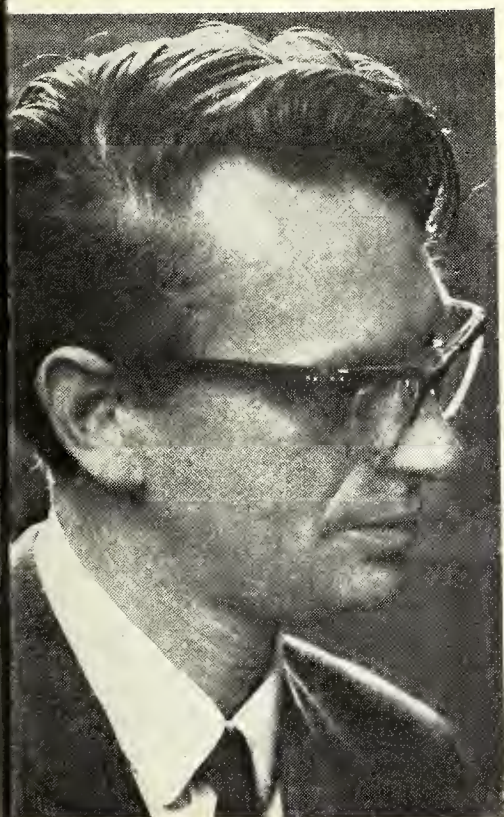
Too much teaching time

Draft EEC directive 7 had called for a 2½ year university course together with six months practical training under the direction of a university before graduation. It also required 3,500 hours of practical and theoretical instruction laid down in a rigid set of subjects and hours of teaching. "The hours to be taught are extraordinarily high, 700 per year, while we generally teach between 500/600. The British university system as it stands cannot permit the teaching of this number of hours."

Only 2,000 of the 3,500 hours were specified, however, and part of the rest could be time-tabled free time, to give students a chance to digest "the mass of material being taught at them".

Sixteen subjects were proposed for the 2,000 hours "and the sight of them makes

Professor P. H. Elworthy



the blood run cold. We have as much physics, botany, and zoology as we want the students to have taught at school . . . One grave problem is to convince the six countries of the high quality of our A level students."

The distribution of course time was "almost beyond belief", said Professor Elworthy. There was an overload of chemistry, some of which would be covered at school in Britain. The amounts of pharmacology and pharmaceuticals are inadequate. "The course I studied at the University of London in 1950 was better than this one, which might be considered a course of the late 1930's." The unallocated hours could of course be used to redress the balance, "but to me the point is that you write down the important parts of the course on paper, not leave them unwritten in a sort of limbo."

Forty hours not enough

Professor Elworthy went on: "Forty hours of pharmacology lectures are not enough, and what about clinical pharmacology? Nor are forty hours of microbiology lectures sufficient. Physical pharmacy and biopharmaceutics do not exist."

"The balance between the subjects is completely wrong, and to adopt such a course would be like throwing away all the important developments of the last thirty years, and reverting to 1940. Pharmacy is interdisciplinary, but this course represents such an ill-balanced pot mess that the virtue of being interdisciplinary has been lost. Thus one of the great strengths of the pharmacy degree has disappeared."

The speaker said he was not worried about having to put a year on the course, provided the resources are available. What was entirely unacceptable however was the composition of a course content from outside the profession of academic pharmacy. "The muddle you have seen here is drawn up by civil servants who apparently do not know the difference between pharmacy and farming."

In the UK there was a tradition of autonomous universities who decided what should or should not be taught in a degree course. "Admittedly, an outside body — the Pharmaceutical Society of Great Britain — has to approve the degrees for registration, but they are advised by a committee of pharmacists with six academic pharmacists amongst its members. The relationship works well in my opinion. The professional body does not attempt to design a pharmacy degree, but it does provide broad guidelines, which in turn enables different schools to put varying emphasis on different parts of the course. This variety is useful in that new developments occur in this system more easily than in a stratified one, and we always need new developments."

Patient ban: 'breach of service terms'

A London chemist has been cautioned and £50 remuneration withheld following an incident in which he refused to dispense prescription for the family of a man he had "banned" from the pharmacy.

In July 1972, an incident arose concerning a prescription from which the pharmacist was said to have deleted one item — Micropore tape. During the conversation, the pharmacist had said he would not dispense for the complainant and his family again. He later wrote to say he was "banning" the family "and hangers-on" from his shop.

The complainant wrote to the Pharmaceutical Society. An inspector called on the chemist and later told the complainant that the pharmacist had agreed to resume dispensing prescriptions for the family. The Inner London Pharmaceutical Services Committee in December took no action on the July incident as notice had not been given in time.

In October 1972, the complainant's daughter presented two prescriptions to an assistant at the pharmacy. One prescription was for her mother and the other for the complainant's mother-in-law. Upon realising for whom the prescriptions were, the pharmacist referred the assistant to the letter he had written to the complainant, and told the assistant to return the prescriptions. She handed back both prescriptions, making the excuse that one item could not be obtained and the other two were out of stock.

'Pharmacist should take initiative'

Considering the evidence, the Pharmaceutical Services Committee took a serious view of the ban imposed by the pharmacist, who had not attended the hearing. Even if there was provocation by a number of the public, the Committee was of opinion that the pharmacist, as a professional person, should take the initiative to restore good public relations. They ruled that the complainant, and members of his family were entitled to present NHS prescriptions at the pharmacy, and found that the chemist had failed to comply with paragraph 3(1) of the Terms of Service.

The chemist's appeal against the decision was dismissed by the Secretary of State, Department of Health. The Department observed that although the appeal was based on the contention that the Service Committee had failed to take proper account of the previous incident in July, which the pharmacist considered explained the October events, it was the latter incident which led to the chemists' being found in breach of his terms of service.

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Pharmaceutical Society Wessex Region conference

Society should give up some enforcement duties'

suggestion that some of the Pharmaceutical Society's enforcement responsibilities under the Pharmacy Acts should be reviewed was made by Mr J. Bannerman at the Wessex Regional meeting at Bournemouth on October 24. He did not imagine that the professional body of pharmacists sending its solicitor into court to prosecute a market trader "could do much for the respect of the public for pharmacy in general. Indeed it could well be that all the local sympathy is with the market trader". He did not think it was a sort of work "we should expect our inspectors to engage in!" He hoped however that the responsibility for enforcement of the new medicines legislation as imposed upon the general practice pharmacist would continue to rest with the profession—"we have certainly made no claims for this".

Registration

Concerning the registration of premises under the new Act Mr Bannerman said the Registrar would be required to refer applications for registration to the Minister who was empowered to refuse registration of premises not meeting required standards. This, of course, is a major and necessary change." At the moment the Society has no authority to refuse registration. In the future, in the absence of instructions to the contrary, the Registrar will register premises two months after receiving an application. This is likely to cause difficulties for some members. Even at the moment, when the minimum period is one month, "some pharmacies open for business too early — or at least try to". Premises already registered under the Pharmacy and Poisons Act 1933, will be re-registered as "Registered pharmacies" under the new Act for one year from January 1, 1974. Owners of pharmacies will then have to apply for permanent registration on the Medicines Act Register during 1974, as a matter of right. "If that is not done, then there is only one way open for registration — a fresh application under the Act which would have to be made in 1975. This is likely to be a much more exacting exercise than the present process."

Ministers may prescribe such requirements as they consider necessary with respect to accommodation, storage space, stock-keeping, disposal, keeping of records, supply of samples, sanitation, and cleanliness, and also requirements of apparatus and equipment.

These unquestionably will affect pharmacy greatly in the long term, but we have no knowledge as to how quickly any particular provision under this clause will be introduced. Because of this, Council is engaged in producing its own suggestions for such requirements, since we have more knowledge in these affairs than the Depart-

ment. Certainly, we must ensure that the ultimate provisions are capable of practical implementation on a wide scale."

Mr Bannerman reiterated his plea that the part-time pharmacy should be permitted to sell general salt list medicines in the absence of a pharmacist when the dispensary and "pharmacy element" of the premises is closed.

He again criticised the extent of the general sale list and the report from the Medicines Commission concerning homeopathic and other minute dose preparations. In this report it is stated that the comments which were received by the Commission on these matters fell into two categories. The first was that all minute dose preparations should be in the G.S.L. with the possible exception of those substances controlled under existing poisons legislation. The second view was that no such remedies should be included in the G.S.L. on the grounds that inclusion would tend to obscure the significance of such medicine, bring discredit on the practice of homeopathy, and create confusion in the public mind.

Mr Bannerman continued "What is interesting about this report is that they state that although they have sympathy with the second point of view, the Commission is required under its terms of reference to examine homeopathic products from the same view-point as all the other products submitted. That is, whether or not they fall into the category of pre-packed products which can, 'with reasonable safety' be sold by retail shops other than pharmacies. On this basis, a large list of these preparations has been prepared. It is specified at which dilution each product may be included. The following staggering and somewhat significant statement is made '... the commission did not take into account efficacy or quality. The inclusion of a product in a G.S.L. in no way implies that the Commission regards the product as having therapeutic value'."

It meant that the Commission had only half done the job of looking after the public interest.

The second of these reports possibly caused more anxiety. It was the list of restricted herbal remedies. This report comprised two lists. Those remedies which were restricted to pharmacy sale; it contains such products as aconite, belladonna, ergot, and yohimbe bark. Regrettably, the second list is a list of remedies which should not be restricted when sold in accordance with the provisions of section 56(2) of the Act. 'Where the person selling the remedy, sells it for administration to a particular person after being requested by, or on behalf of that person, and in that person's presence, to use his own judgement, as to the treatment required'.

Mr Bannerman declared "This state of affairs is an affront to pharmacy, and it should affront society as a whole. Herbalists have no essential qualification. No evidence has been introduced to show that their efforts contribute to the health of the community. Yet their presence has been enshrined in the Act and in this list; and as far as I can see, their inclusion is solely because they have been in the habit of making money out of the sale of so-called herbal remedies. I accept that the situation is improved by restricting certain substances to pharmacy. I cannot accept that the self interests of herbalists should have been met in such a way. It is in areas of activity such as this that Sam Howard should be concerned about what is said over the counter during a sale of a medicinal product. Pharmacist's record of responsibility cannot be matched by any other group."

Dr Chilton: 'School leavers attracted to pharmacy'

News that pharmacy can still offer professional employment to all its graduates has "clearly reached the ears of school-leavers and this year pharmacy departments are being flooded with applications for places whereas departments of chemistry are left with places unfilled". This was mentioned by Dr J. Chilton, resident secretary in Scotland to the Pharmaceutical Society at the Mercia Regional conference at Leicester on Sunday when he spoke on "Manpower in Pharmacy".

Analysing information obtained from the latest of the Society's manpower surveys Dr Chilton said it seemed as though there would be neither a surplus nor a shortage of pharmacists for the coming ten years, so long as the schools did not exceed their estimates and no new schools were opened. "Can we, however, rely on this?", he asked. As any educational establishment likes to maintain its student numbers there would obviously be pressure to expand where the demand was greatest and to increase the size of pharmacy departments at the expense of departments of chemistry and physics. There may even be the possibility of opening new schools of pharmacy, the first in fifty years.

If it were felt that excessive production of pharmacists, as has already happened in France, was likely to be embarrassing, what could be done to limit it?

The Society had no authority to refuse registration to a pharmacy graduate who had complied with the relevant byelaws. "It cannot refuse to recognise a new degree if this conformed to minimum standards of course content, tuition and examination". The question of whether a new course is necessary or desirable was irrelevant, he added. "We can only rely on the responsibility and good sense of the heads of schools to consult with the Society before making major changes in their admission policy. This they have always done in the past and will, I am sure, continue to do."

Earlier Dr Chilton had described the functions of previous surveys and highlighted some of the problems arising from the way in which certain questions had been framed. It was hoped to run the next survey in 1975.

Company News

Travenol's extension opened by Mr Alison

A new £1m extension to Travenol Laboratory Ltd's plant at Thetford, Norfolk, was opened last week by Mr Michael Alison, Parliamentary Under Secretary for Health. About 100 guests, including a number of hospital pharmacists, were present for the ceremony.

The new production wing has been designed for the manufacture of infusion fluids and Fenwal blood packs. About 150 extra staff will be recruited and trained to work in the extension, which has an annual capacity of some 20 million units. The company say their Thetford plant constitutes the largest single British source of fluids for parenteral administration and has an export market amounting to some £1m annually.

In opening the plant, Mr Alison said that there had been a "revolutionary change" in the nation's health conditions over the past century. The reason for that was two fold: the chemotherapy revolution, and the earlier realisation of the need for sanitation and contamination control. Further advances, Mr Alison felt, would be from the intermixing of chemotherapy with the control of contamination and infections.

Mr Brian Steer, managing director of Travenol Laboratories, said that although the plant was in the design stages prior to the publication of the Clothier and Rosenheim Reports, they had been able to take account of the reports' finding. The company believed in the future of the industry and felt that, under private ownership, it had made a significant contribution "not only to the rapidly improving standards of patient care, but also to the economy of the country". There should be close co-operation with and the support of the Department of Health to ensure that standards are established and maintained which are acceptable, "not only here but as far as possible to health services overseas." Mr Steer questioned the economics of setting up manufacturing plants in hospitals.

Glaxo chairman explains sales of subsidiaries

The chairman of Glaxo Holdings Ltd, Mr A. E. Bide, in his first annual report to shareholders explains the reasons for the sale by Glaxo during the year of their two subsidiaries, Murphy Chemical Ltd and BDH Chemicals Ltd. He says both of those businesses were "out of the mainstream of Glaxo's trade", having come into the group in rather special circumstances.

Particularly in recent years Murphy "had been struggling against rising costs and narrowing margins" and it became clear that only by uniting it with an international organisation specialising in the same field could it grow.

Investment in BDH Chemicals "was showing a reasonable return", Mr Bide states, but any possible growth would be by export or local venture outside the UK. The group "judged that to wrest a worthwhile part of the market abroad from well-established competitors would involve the laying out of amounts of money that could not reasonably be justified to shareholders". Hence the sale to the E. Merck group of Darmstadt (*C&D*, September 29, p 437).

Elsewhere in the report Mr Bide mentions the group's bulk business in pharmaceuticals is improving. World prices of penicillin had noticeably increased as the market had taken up the surplus of production existing at the end of 1972.

Over the next few years it is expected that expenditure on research and development will increase to £10m a year (in 1973 terms).

Algerian pharmaceutical firm orders from Dexion

Dexion Overseas Ltd, Wembley, Middlesex, have been chosen by the Pharmacie Centrale Algerienne (PCA) as the suppliers

of a complete and integrated storage and materials handling system for three distribution centres at Algiers, Oran and Constantine.

In these three regional depots, PCA, which is a state organisation responsible to the Ministry of Health, will store all the national requirements for pharmaceutical products and medical equipment and will supply all chemists and hospitals in the country. Next year will see the introduction of free medicine in Algeria, so this aspect of the economy is fast expanding.

The installations have all been designed to take account of PCA's intention to incorporate computerised stock control. The contract is worth almost £1m.

Briefly

Mr A. Dawson, MPS, BSc, has acquired the business of Mr J. Pilling, MPS, Hartley Brook Pharmacy, Shiregreen, Sheffield 5, and takes over on November 5.

Horlicks Ltd, subsidiary of Beecham Group Ltd, made a profit of £1.79m, before tax, in the year ending March 31 from sales of £8.63m against a profit of £1.72m from sales of £8.29m in the previous year.

British Oxygen Co Ltd has opened its most northerly branch in the British Isles. It is at Garthspool, Lerwick in the Shetland Isles. There are four other branches in the North of Scotland.

Eli Lilly & Co, Indianapolis, are giving \$50,000 worth—at wholesale value—of antibiotic preparations to relief organisations serving Israel and the United Arab Republic.

Mr M. H. Broder, MPS, because of a compulsory purchase order, is closing his pharmacy shortly at 73 Old Hill Street, London N16. Correspondence should be directed to the branch at 90 Dunsmore Road, N16.

Guinness Peat Group Ltd: The annual report of the company formed by the merger of Lewis & Peat and Guinness Mahon, states that the group's interests in the chemical and pharmaceutical field were enlarged by acquisitions and a "useful contribution was made by this sector".

Appointments

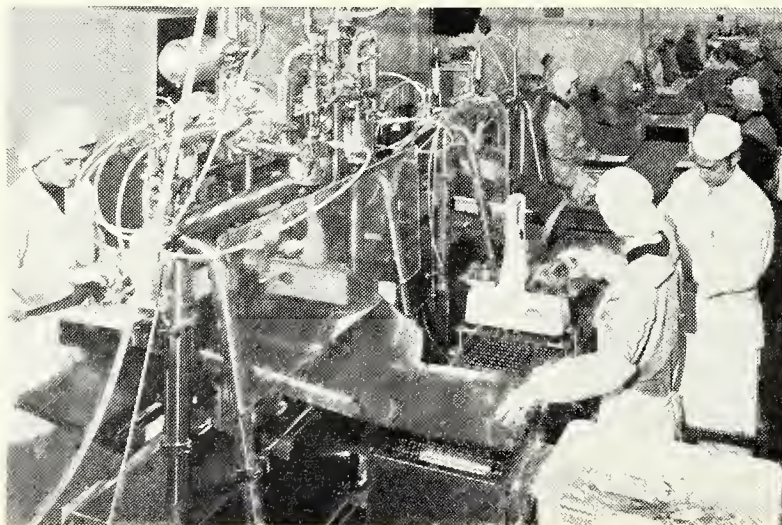
Macfarlan Smith Ltd have appointed Mr I. J. Frith, BA, their home sales manager.

Weddel Pharmaceuticals Ltd have appointed Mr J. Cameron, BSc, MA, a marketing assistant.

Gillette Industries Ltd have appointed John Garrett their general sales manager. He was previously a sales manager, an area manager and sales training manager for Gillette.

Wella (Gt Britain) Ltd have appointed Mr P. Bray their sales training manager. Mr Bray joins Wella after several years in charge of sales training at Warner, Lambert & Co Ltd.

Jackel & Co Ltd have promoted Bill Cumming from their Scottish sales team to take up responsibilities as manager of the new Macey sundries wholesale division



Plastic containers being filled with parenteral fluids in a sterile area of Travenol Laboratories' new factory extension at Thetford (see story above).

Glasgow. Jim Harton has taken over from Bill Cumming.

Batteries Ltd have appointed Mr Whipman their financial controller; G. Langford, technical executive; Mr Harwood, southern area manager; and B. Lethbridge, northern area manager.

Dyestuffs Ltd: Mr A. J. Humble has been appointed financial director and P. J. Lemmon, sales director. Mr Humble was for several years with Bayer Pharmaceuticals and Bayer Agrochem.

Ekware Group Ltd: Mr J. H. Craigie, managing director, has been appointed chairman and Mr J. Ford, financial director, Slater, Walker Securities Ltd, as a non-executive director.

Coming events

Monday, November 5

Leicester and Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Leicester, at 8 pm. Dr Ian Anderson on "Infections and infestations".

Tuesday, November 6

Leicester Branch, Pharmaceutical Society, Chester Curzon, Wrexham Road, Chester, at 8 pm. Dr P. S. J. Spencer on "The value of drugs".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, Glasgow, at 7.30 pm. Care presentation.
Leicestershire Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Film and buffet evening "Asthma and its treatment".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7.30 pm. Dr R. J. on "Anaesthetics with particular reference to post-operative intensive care".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Mr J. Charlton on "Pricing of NHS prescriptions".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Members' meeting.
Leicester Branch, Pharmaceutical Society, School of Pharmacy, Brunswick Square, London WC1, at 7.30 pm. Mr T. P. Astill on "Some legal pitfalls in pharmacy".

Wednesday, November 7

Leicester Branch, Pharmaceutical Society, Town Hall, Leicester, at 7.30 pm. Care presentation.
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7.30 pm. Mr J. Charlton on "Pricing of NHS prescriptions".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Members' meeting.

Thursday, November 8

Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7.30 pm. Dr L. Freed (consultant psychiatrist), Mr N. Kimber, Mr J. A. Vickers, Mr M. Young (Drug squad) on "The detection and control of the misuse of drugs".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Dr D. A. Dean (Fisons) on "Packaging and its effects".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 8 pm. Dr D. on "Medicine, the law and coroners' reports".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7.30 pm. Annual dinner and dance.
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7 pm. Dr D. Sharpe, on "Industry — the general practice of pharmacy".

Friday, November 9

Leicester Branch, Pharmaceutical Society, School of Pharmacy, Liverpool Polytechnic, at 7 pm. Mr J. H. Harwood (Laporte Industries) on "Chemical Magic".
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7 pm. Annual dinner and dance.
Leicester Branch, Pharmaceutical Society, St. Enoch's Hotel, at 7 pm. Annual ball.

Letters

Which principles?

The "Bigger business is better" bureau welcomed an unexpected member to their ranks on October 26.

In his broadsheet of that date Mr Tom Reid, chairman of Unichem Ltd (whose members have hitherto believed it was the independent pharmacists' own friendly society), announced that a new maximum rebate would be paid to customers who after January 1, 1973, spent an average of over £2,000 per month with Unichem.

According to the board, the new rebate structure is "aimed to give those members who are wholeheartedly behind the Unichem principles, the fullest possible financial benefits". It is to be hoped that members will be able to persuade the board itself to support (and not betray!) Unichem principles by rescinding this unfair decision.

Tom Wilson
Grove Park, London

'B' is for . . .

I am sure that many pharmacists have had customers commenting on the television programme "Take two a day". The only really memorable one I have had to date is a lady inquiring if it was quite in order for her to go on taking her paracetamol tablets. She noticed they were labelled BP and from the programme she had understood that these letters meant "Barbiturates and phenacetin".

N. J. Hand
Pool, Dorset

German 'ethics'

On glancing through a recent *C&D* I was struck by two items of news. First the chemist in Poole advertising a 12-hour service, allegedly to the disadvantage of his colleagues—this in a prosperous part of England. Second, the prosperity of a pharmacist in Germany with doctors' surgeries etc. on tap.

I think if I was to let some of my property above my pharmacy to local doctors for surgeries at a competitive or low rent, this would be greatly frowned upon as being unethical.

I wonder how many pharmacists in Germany or for that matter in the EEC have doctors' surgeries under their umbrella?

Amazed

Candidate's thanks

I wish to thank all those who supported me in the recent election to the Council of the Pharmaceutical Society of Ireland.

R. F. Timoney
Dublin

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Blakoe Vitamin E (Highest Potency)	600 mg	15 caps 32 caps	80p £1.58	£1.21 £2.37
Blakoe Vitamin E (High Potency)		Cream	94p	£1.40



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Market News

DEARER CHEMICALS

London, October 31: A spate of price increases among pharmaceutical chemicals was announced during the week. The commodities affected included many of the barbiturates, sulphadiazine and sulphamethizole, and, as forecast last week, bismuth salts. The new rates are given below. Tartaric acid was also sharply increased with 1,000-kg lots now quoted at £780 against £624 previously. One of the principal suppliers reports that there will still be insufficient material to meet world-wide demand in 1974.

Ethanol continues in short supply and it is anticipated that the present allocation system will be continued for another three months. Bromides are up by 5p to 7p per kg.

In crude drugs there were few changes in price and no relief in the short supply position. Buchu was nominal on the spot and at origin. Nux vomica eased slightly on the spot following the arrival of a parcel.

In essential oils Chinese eucalyptus was again on offer but at £6.00 kg for forward shipment. Anise was sold at around £11.00kg — in April it could have

been bought at £2.00. Dearer also were spearmint, cananga, bois de rose and clove leaf.

Pharmaceutical chemicals

Amylobarbitone: 50-kg £4.00 kg; sodium £4.55.
Bismuth salts: £ per kg.

	12½-kg	50-kg	250-kg
carbonate	6.68	6.45	6.40
salicylate	5.38	5.15	—
subgallate	5.68	5.45	—
subnitrate	5.88	5.65	5.60

Borax: BP grades, per metric ton, in paper bags delivered—granular £112; crystals £154; powder £122; extra fine powder £126. Technical grades less £24 per ton.

Boric acid: BP grade per metric ton; granular £110; crystals £154; powder £122; extra-fine powder £126 in paper bags, carriage paid. Technical is £24 per 1,000 kg less than BP grades.

Bromides: Crystals (£ per kg).

	12½-kg	50-kg	1-ton
Ammonium	0.59	0.477	0.422
Pyrogalllic acid: Pure 500-kg lots £4.92 kg.			
Sodium	0.53	0.4235	0.3885

*Powder plus 2½-3p kg as to quantity.

Butabarbital: 50-kg £5.65; sodium £6.35.

Butobarbitone: £5.40-kg for 50-kg lots.

Calamine: BP £300.70 per 1,000 kg for 250-kg lots.

Citric acid: BP granular hydrous per metric ton 50-kg lots £337; 250-kg £325; 1,000-kg £313. Anhydrous £385, £346, £334 respectively. Premium for powder £10.

Cyclobarbitone: £4.40 kg; calcium £4.40.

Ether: Anaesthetic BP—2 litre bottles £0.91 each for under 350 litres; £0.85 each for over 350 litres; 45-litre drums £0.31 litre for 350-litre lots. Solvent BP—per metric ton in drums from £333 for 50-kg lots in 16-kg drums down to £318 in 130-kg drums.

Ergometrine maleate: 100-g lots £5.25 g.

Gallic acid: 1,000-kg lots £1.68 kg.

Hyoscyamine sulphate: (100-g lots) £59 kg.

Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	1.4	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Isoprenaline sulphate: 5-kg £16.50 kg.

Kaolin: BP is £66 per 1,000 kg in sacks.

Lactic acid: £570 metric ton for 50-kg lots.

Methyl phenobarbitone: £5.55 kg for 25-kg lots.

Penicillin: Potassium, sodium or procaine, sterile

£9 per 1,000 Mu for 5-25,000 Mu lots.

Pentobarbitone: 50-kg lots £5.20 kg for acid and

£5.50 for sodium.

Piperazine: (Under 50 kg) adipate £0.096 kg; cit-

rate £0.92½; hexahydrate £0.633; phosphate £1.02½.

Pyrogalllic acid: Pure 500-kg lots £4.92 kg.

Phenobarbitone: 50-kg lots £4.05 per kg; sodium

£4.45.

Quinalbarbitone: Sodium and acid £5.70 kg for

25-kg lots.

Salicylamide: (per metric ton) 5-ton lots £770;

1-ton £780, £710.

Salicylic acid: per metric ton 5-ton lots £445;

1-ton £470; 250-kg £520.

Streptomycin: £11 kg base; dihydrostreptomycin

£11.5 kg base.

Styrychine: (kg) alkaloid £12.25; sulphate and

hydrochloride £10.50.

Sulphadiazine: 50-kg lots £4.15; micro milled plus

£0.15.

Sulphamethizole: BP 50-kg lots £4.57.

Tannic acid: 500-kg fluffy £1.40 kg; powder £1.38.

Tartaric acid: (per metric ton) 50-kg lots £795;

250-kg £790; 1-ton £780.

Crude drugs

Buchu: Spot £2.60 kg nominal.

Cloves: (Per ton, cif); Ceylon £1,750; Zanzibar

£1,780.

Jalap: Mexican £1,200 metric ton, cif; Brazilian

£370, cif, nominal.

Menthol: Brazilian £8.65 spot and afloat; £8.65

cif (resellers). Chinese £10.00 cif.

Nutmeg: Grenada 80's £1,120; sound unsorted

£952; defectives £924.

Nux vomica: £115 metric ton; £95, cif.

Pepper: (ton cif.) Sarawak black £545, white

£900.

Essential oils

Bois de rose: Shipment £8.00 kg, cif.

Cananga: Java £10.00 kg spot.

Citronella: Ceylon £2.00 kg spot and cif.

Clove: Madagascar leaf £2.50 kg spot; shipment

£2.50, cif. Bud English distilled £20.00.

Eucalyptus: Chinese, £6.00 kg, cif, for 80-85,

Jan-March.

Peppermint: (kg) Arvensis Brazilian £4.05 kg all

positions. Piperata American £10.£11 kg.

Spearmint: Chinese no spot; £10.00 cif; Ame-

rican £8.50 — all per kg.

The prices given are those obtained by importers

or manufacturers for bulk quantities and do not

include value added tax.

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Circulation ABC January/December 1972, 14,992.

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This section is involved with developing home remedies for the U.K. and various overseas markets and its responsibilities include well known brands like Phensic, Eno and Germolene. However, the research and development of new product ideas also plays an important part in the work.

There is a vacancy in our formulation team at Brentford for a graduate in chemistry, pharmacy or associated disciplines, who has either just qualified or possibly had one to two years' experience. The work involves development of formulations from an initial concept stage through to market launch; this diversity of activity entails liaison with marketing, production and packaging departments and requires understanding of a variety of techniques.

The other vacancy is for an analytical chemist in the section servicing the Proprietary Medicines area. Previous experience of this type of work would be useful and an interest in devising new techniques will be looked for.

An active management development scheme is in operation and candidates, aged between 21-37 will be more appropriate to fill these positions.

If you are interested please contact:

Miss Jane Hunt

**Beecham Products, Beecham House,
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A R E A P H A R M A C I S T

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The person appointed will be based at the Ulster Hospital and will be responsible for the organisation of Pharmaceutical Services for the hospitals within the following Districts in the Eastern Area:—

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CHEMISTS**

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Ilford & District Hospital Management Committee Group Pharmacy

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Smith & Nephew Ltd

PRICE ANNOUNCEMENT

Surgical Dressings

Due to the continuous escalation of world prices of raw cotton it is necessary for us to institute new prices operative from 29th October, 1973. The level of these prices, shown below, conform to Phase 2 of the Counter Inflation Bill.

Prod. Code	Description	Retail (inc. VAT)	Trade (ex. VAT)	Prod. Code	Description	Retail (inc. VAT)	Trade (ex. VAT)
COTTON WOOL				BANDAGES			
Absorbent B.P.C.				W.O.W. B.P.C. Quality			
00	15g Carton	7½p	0.565	Not Individually Wrapped (In Packets of 1 Dozen)			
01	25g Carton	8½p	0.635	3890	2.5cm × 5m	4½p	0.350
02	100g Carton	23½p	1.800	3891	5cm × 5m	9p	0.690
03	500g Carton	94½p	7.290	3892	7.5cm × 5m	14p	1.065
Absorbent Hospital Quality				3893	10cm × 5m	17½p	1.350
23	100g Carton	19p	1.460	3894	15cm × 5m	26½p	2.025
24	500g Carton	77½p	6.000	B.P.C./N.H.S. Quality			
Panda Nursery Wool				Individually Wrapped (In Packets of 1 Dozen)			
36	Panda Roll	22p	1.675	3841	2.5cm × 5m	6p	0.445
37	Panda Balls	22p	1.675	3842	5cm × 5m	10½p	0.785
38	Panda Pleat	11p	0.840	3843	7.5cm × 5m	14½p	1.115
Medical Wool				3844	10cm × 5m	19p	1.450
40	Medium	9½p	0.700	Crepe B.P.C.			
41	Large	19p	1.465	Individually Wrapped			
42	Family	37p	2.850	3980	5cm × 4.5m (stretched)	31½p	2.450
AUZE				3981	7.5cm × 4.5m (stretched)	45p	3.500
Auze and Cotton Tissue				3982	10cm × 4.5m (stretched)	61p	4.730
60	500g BPC Quality	1.17½p	9.090	3983	15cm × 4.5m (stretched)	87½p	6.765
Absorbent B.P.C. (Unsterilised)				Triangular (Unbleached Calico B.P.C.)			
51	25m Rolls	2.84½	22.000	3938	90cm × 127cm (Packets of 1 doz)	22p	1.700
52	50m Rolls	5.65	43.750	3936	90cm × 127cm (Individually cartoned)	24p	1.825
53	100m Rolls	11.20	86.750	3939	95cm × 134cm (Packets of 1 doz)	24p	1.825
Absorbent B.P.C. (Sterile)				3937	95cm × 134cm (Individually cartoned)	26p	2.000
62	1m Carton	17½p	1.325	Crinx (Cotton Conforming)			
63	3m Carton	39½p	3.050	Individually Wrapped			
64	5m Carton	61p	4.725	3990	5cm × 3.5cm	12p	0.910
65	10m Carton	1.14	8.815	3991	7.5cm × 3.5m	15p	1.165
Auze Swabs B.P.C. Packets of 10				3992	10cm × 3.5m	18p	1.400
90	5cm × 5cm × 8 ply	43½p	3.375	3993	15cm × 3.5m	25p	1.915
92	7.5cm × 7.5cm × 8 ply	77½p	6.000	CELLULOSE DRESSINGS			
94	10cm × 10cm × 8 ply	1.26½	9.800	Cellulose Wadding B.P.C.			
91	5cm × 5cm × 12 ply	56½p	4.350	3761	500g Packets	40½p	3.125
93	7.5cm × 7.5cm × 12 ply	1.04	8.040	Incontinence Pads			
95	10cm × 10cm × 12 ply	1.76	13.625	Polyweb Facing material with layers of soft			
AD (Swab) B.P.C.				White Absorbent Fleece and Cellulose			
71	5 pads 3'' × 3'' 8 ply	7½p	0.585	Wadding, and a Non-Slip Polythene			
in paper packets (sterile)				Back.			
AD (Swab) B.P.C. (White)				7820	30cm × 40cm packets of 1 doz.	78p	0.500
01	15g Carton	11p	0.825	7821	45cm × 40cm packets of 1 doz.	1.20	0.740
02	25g Carton	13½p	1.040	7822	60cm × 40cm packets of 1 doz.	1.50	0.950
03	100g Carton	45p	3.465	Dressing Packs—Drug Tariff			
04	500g Carton	2.05½	15.890	Sterilised Dressing Pack			
AD (Swab) B.P.C.				7926	In cartons of 1 doz. packs	18p	1.395
13	25g Carton	14p	1.090				
14	100g Carton	47½p	3.675				



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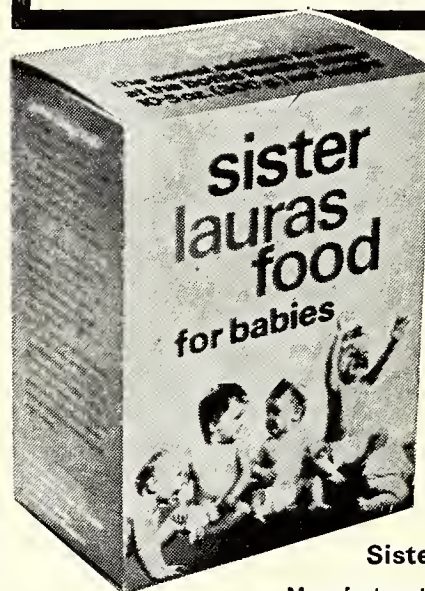


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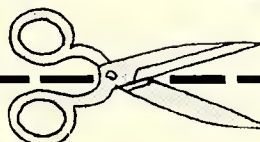
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